

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LI.

NEW YORK, APRIL 19, 1905.

No. 3.

The Year 'Round The Woman's Magazine Proves a Monthly Circulation of Over 1,500,000 Copies.

OUR circulation is by yearly subscription, so there is no falling off during the summer months. We make it a part of our contract with every advertiser to prove in any way desired the guaranteed amount—1,500,000 copies each issue—full count. A large number of our advertisers stay with us the entire year, and as they change "key" monthly, it must follow that *The Woman's Magazine* is well read during the summer months. It's RESULTS that count with these advertisers using the "keyed ad system," and we must be producing profitable returns or they would certainly drop out.

Send copy in now for the JUNE ISSUE.

**FORMS CLOSE
MAY 3d to 10th.**

Sample copy, circulation proof and leaflet "How to key your ad" can be had by addressing

A. P. COAKLEY, Advertising Manager,

THE WOMAN'S MAGAZINE

(LARGEST CIRCULATION IN THE WORLD),

ST. LOUIS, MO.

Chicago Office,
1st Nat'l Bank Bldg.

New York Office,
Flat Iron Bldg.

McCLURE'S—

The Marketplace of the World

WE believe in our advertisers and recommend them.

We will not knowingly deal with any concern which is not reputable and worthy of patronage. We exercise great care in the acceptance of advertising. Our space isn't for sale to an advertiser who is willing to take your money and not give you good value for it.

It is, of course, impossible for us to pass upon the relative prices charged by our advertisers for their wares. But we can confidently assure you that in buying from our advertisers you will get what you pay for, just as you will get what you pay for at the best store you know.

If you send your money to one of our advertisers and do not get what the advertisement led you to think you would get, report it to us. We will see that the advertiser lives up to his bargain.

If in the press of investigating and estimating the honesty and reliability of hundreds of advertisers, our vigilance or judgment fails for the nonce, we will do all in our power to make amends.

When an advertisement is submitted to us, the first question we ask ourselves is: Would we recommend this advertiser and his goods to a personal friend? If the answer is, yes, the advertisement is accepted; if not, rejected.

In a single recent issue of a high-priced magazine there appeared thirteen and one-half pages of advertisements which couldn't get into McClure's at any price.

The advertising pages are run for your benefit just as truly as the reading sections.



Curtis P. Brady

Manager, Advertising Department.

(From McClure's for May.)

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 22, 1893.

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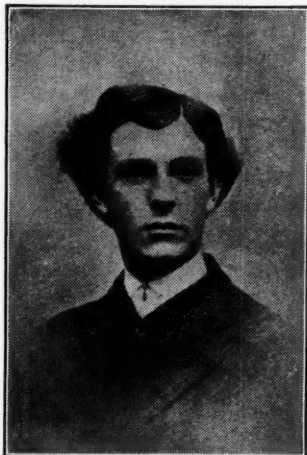
FORTY YEARS AN ADVERTISING AGENT.

By Mr. George P. Rowell.

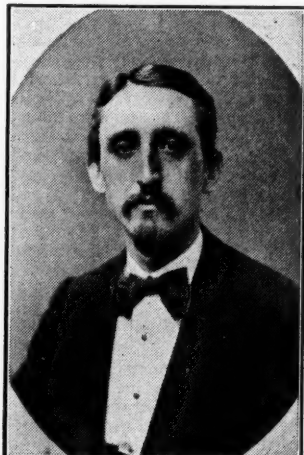
SIXTEENTH PAPER.

There was at this time in Boston a learned barber, William Bogle by name. He had a store in front of his workroom, and in it perfumery and cosmetics were sold. The place had a conspicu-

Society. His manner was dignity personified. He was courteous, but very susceptible to annoyances; and under favoring conditions, irascible. Nothing would sooner excite his scholarly criticism than the mispronunciation of a word; more particularly if that word, as was not infrequently the case, happened to be his own name. Horace Dodd used to tell of a wag who had met the barber at the lit-



GEORGE H. PIERCE.



HORACE DODD.

ous position on the east side of Washington street, perhaps half way between Milk and Summer streets, and here Mr. Bogle also dispensed a hair dressing, known as Hyperion Fluid. The barber was, as I have said, a scholarly man. The fact is testified to by records that show him to have been an active member, and at one time president, of a Boston literary club, known as the Burns

erary club, and learned something of his peculiarities; who one day made his way to the shop where a conversation took place about as follows:

"Good morning, Mr. Bog-le."

"Good morning, sir. My name is Bo-gle not Bog-le."

"I beg your pardon. I called to get a bottle of your Hyper-iron Fluid."

The package was wrapped in pa-

per, as is proper, and presented to the customer with the remark:

"The pronunciation of the name of this dressing is Hyperion—not Hyper-iron. One dollar, please."

"Oh! Beg pardon again," said the man; and paying the price, and taking his purchase in hand, he bowed himself out with the parting words:

"Good morning, Mr. Bog-le."

Everybody in Boston knew the self-opinionated, self-important, little hairdresser and wigmaker; short of stature, neat in dress, his hair always curled, precise of speech; suggesting an ancestry perhaps half French, a quarter Scotch, and the remainder indefinable—without better information; and everybody could, therefore, appreciate, when considered in the light of a practical joke, how successful the hectoring call might have been.

On the southwest corner of Washington and Bromfield streets, not very far from opposite Mr. Bogle's emporium, that was distinguished by a wax bust in the window of a man wearing a lovely wig; a firm of fashionable tailors did business, the partners being a Mr. Tuttle and a Mr. Call; and the name on the sign board, and on the wide silver strips that embellished all shop windows in those days, read CALL & TUTTLE. It is hard to tell why this sign should attract so much attention, but it is doubtful if any man who lived in Boston, or even visited Boston in the sixties of the last century, will fail to assert, if asked about this sign, that he remembers it very well; and there seemed to be something really funny in the true story that once, when in Boston, the humorist, John Phoenix, entered the store, asserted that he had frequently noticed the invitation, didn't know just what it meant, but could not stand out any longer, and now, whatever it might be, had acted upon it, had called, and would like to "Tuttle."

As we approached the end of our second year, it appeared that it would show a moderate advance upon the net earnings of the first. It had already become evident that advertising men more

generally abounded in New York, than in Boston. I had also observed that a New York man could make up his mind more quickly, either that he would or would not; and as a consequence business could there be done more rapidly. Mr. Dodd was a Bostonian and could hardly be expected to thrive beyond sight of the dome of the State House; and beside that, we had too good a local clientele to be neglected or thrown away. And then there was the *Dial*, which had grown to be a property worth a good deal more than it had cost, and it was a Boston institution pure and simple. It came finally to be understood that after the closing of the books at the end of the second year, our firm would be dissolved. Mr. Dodd would keep the Boston office, and do business as an advertising agent in his own name. He would keep the *Dial* at a valuation. Wesley Barber would remain with him, and I should go to New York, taking with me the firm name, and the books of account. The bookkeeper, Pierce, and the assistant, Frank Newton, would accompany me. Not all of our profits had been realized in cash. The books showed accounts of considerable value, and for these my partner was willing to accept my notes, payable at dates agreed upon, coming due at convenient intervals, running through the next six months.

After this had been arranged, that uncle of Mr. Dodd's, who had put up for him the original capital of \$1,000, that he had brought into the business two years before, suggested to him, and very properly I think, that I was going among strangers, and likely to find conditions different from those I had become used to; and recommended his nephew, to offer substantial inducements, if I would, and could, arrange to discount those notes and get them out of the way. My old father had about this time, by the sale of a piece of real estate, become possessed of ready money to about the amount I should be owing to Mr. Dodd. It constituted his entire fortune, although not more than \$8,000 in amount. He

(Continued on page 6.)

THE SUNDAY STAR

WASHINGTON, D. C.

¶ Everybody in Washington is talking about "The Sunday Star." ¶ "The Sunday Star" is without question the most elaborate publication ever issued in Washington. ¶ A genuine treat for readers; a surprise and wonderful result-producer for advertisers. ¶ "The Sunday Star" appears in four big sections, together with a set of Cut-Outs for the children, and a few of its Special Features are: ¶ Famous drawings by Charles Dana Gibson, produced on Page of Humor, edited by Tom Masson, of "Life." ¶ A carefully edited and well-conducted Financial Section. ¶ A page devoted exclusively to the interest of the little ones. ¶ Two handsomely illustrated pages that will tell the women all that is latest in the world of Fashion. ¶ News and gossip of Sports, as up-to-date as any New York newspaper. ¶ These Special Features, together with the finest half-tones and illustrations, make "The Star" par excellence as a Sunday newspaper. ¶ "The Sunday Star" is the woman's newspaper; it is the man's newspaper of Washington. ¶ See that "The Sunday Star" is on your list. ¶ Same rates, rules, conditions, etc., as the "Evening Star." ¶ Full information, particulars, rates, etc., furnished on request.

DAN A. CARROLL,
Special Representative,

Tribune Building,
New York.

Tribune Building,
Chicago.

W. Y. PERRY,
Manager Chicago Office.

reminded me of that fact, and that he was neither young, nor in good health; and told me, if I thought it safe to do so, to take the money, pay off the obligation to Mr. Dodd, and account to him for the loan when conditions would admit. Few persons, perhaps, have occasion to realize the immense satisfaction I had in paying back to the old gentleman, during the first year, the entire sum he had advanced, but the payment did not make me feel any less proud that he had been willing to trust me to the extent he did; and that I had had the confidence to accept the loan on the conditions which existed, and had been fortunate enough to repay it, and be free of the risk and obligation, and all, too, in a shorter time than had been expected.

John Moore had made the acquaintance of some men who did a business that I never quite understood, in an office in the New York Times Building, at No. 41 Park Row, for which they had a lease with a year to run from May 1, 1867. The office had been hired when rents were lower, and the lease was worth a premium. The rent paid to the *Times* was \$1,200 a year, the premium demanded was \$500, which Moore said was reasonable. He had a friend, a New Hampshire lawyer, settled in New York, Royal S. Crane, by name, who passed upon the legality of the lease transfer, and when I settled with him for his services, he had said: "Oh! It's a small matter: give me \$20.00." In Boston I would have expected to pay about \$3.00 for the service, and the easy manner at which \$20.00 seemed to be arrived at, rather took my breath away. Moore thought it all right, however, and it occurred to me, that if the scale of charges in New York was likely to stand in about that ratio to that I was used to in Boston I would have to make an effort to get on to the revised system *tout de suite*. A little later this attorney did some advertising through our office and, although it, too, was a small matter, we did the best we could to even up that \$20.00 fee.

The time for taking possession of the Park Row office was fixed

for April 1st. On the evening of March 31st (1867), therefore, my wife and I took the evening train for Fall River, and next morning arrived at the foot of Murray street on a gorgeous steamboat that seemed to be controlled by James Fisk and Jay Gould, and had the portraits of the two gentlemen, handsomely framed, placed by the gangway, where they attracted considerable attention, and some one mentioned what had been said of them by the famous stuttering Wall Street man, Mr. Travers, that "There ought to be a picture of C-h-r-i-s-t c-r-rucified hanging between them."

It had been my fortune to see Jim Fisk when he had the famous peddler's outfit, with which he used to travel over northern New Hampshire and Vermont, he having succeeded to his father, who had built up a profitable business in that line. It was no ordinary peddler's outfit, however. There were four black horses, a colored driver with white gloves, most resplendent brass mountings for harness, and shining varnish for the warehouse on wheels. Fisk came to Boston afterwards, and for a time had a connection with the firm of Jordan, Marsh & Co., then a store of his own, then he came to New York, and was prominent in the stock market for a time. Finally his experiences culminated in Black Friday, and in the end getting himself shot by Edward S. Stokes; who, after being convicted and sentenced to death, afterwards secured a new trial, was acquitted, and had an active business life in New York City for many years; the principal incident of which, to the outside public, seemed to be the establishment of the gorgeous Hoffman House bar room.

It is surprising how many stories became current that were attributed to Fisk. Some woman in his peddler days defamed his father. He had lied to her about a yard of nine-penny calico, so she asserted, but Fisk did not think the old man would tell a lie for twelve and a half cents, although "he might tell eight for a dollar." He refused to subscribe for the erection

(Continued on page 8.)

Mr. Rowell, Mr. Zingg, and the Bates Advertising Company.

"What do you think of our April 12th Ad, citing the successful business we have built up for the Waltham Manufacturing Company?" inquired the Bates representative.

"I think the point is good," replied Mr. Rowell.

"My only criticism is, that people will be skeptical about the \$150,000,000 customer," said Mr. Zingg.

"No," remarked Mr. Rowell; "the Bates people have covered that point and show they are in earnest about it by putting in the figures twice."

"We *are* in earnest," said the Bates man. "We succeed because our Chairman is a successful manufacturer. He placed his own goods on the market by advertising; in eight years built up the largest business of its kind in the world, with one exception, among hundreds of competitors. He knows the pitfalls, and how to avoid the leaks that eat up the gross profits. He makes Selling by Advertising the prime requisite—*not* Advertising alone. He can look at the proposition from the Manufacturing, the Advertising, and the practical Selling points of view."

"The difference between advertising and selling, lies in the *results*. That is just the difference between our organization and ordinary agencies; between the Waltham ad and the ordinary ad—we simply gave an instance of success obtained for *one* customer and obtainable for *any* concern whose goods are salable. We are, in fact, a 'Selling Company.' As a manufacturer makes a specialty of manufacturing, so we make a specialty of *selling*."

"We have combined advertising and business getting in a new way; our methods go so far beyond the province of the Advertising Agent that they reach clear to the Sales Manager's desk. We bridge the gap that has always existed between the advertising and selling departments."

There is no lost motion between the Bates Advertising Company and the Manufacturer. Every fact is taken advantage of—the faintest glow of interest in the goods is nourished into a living order.

Every manufacturer who writes us a letter receives the *proofs*. Until that letter is received we cannot explain why it is that we act as Advertising *and* Selling Agents, instead of merely as Advertising Agents.

THE BATES ADVERTISING COMPANY,

CONVERSE D. MARSH, *Chairman Executive Committee,*

182 WILLIAM STREET,

NEW YORK.

of a fence about the cemetery at Brattleboro, which was the home of the Fisks, on the ground that none was needed, because no one that was out of it wanted to get in, and none of those who were in *could* get out. It was he, also, who gave rise to the phrase: "Gone where the woodbine twineth," as applied to securities that had been pledged; that is "spouted" in the vernacular of the Street. As the Virginia Creeper, miscalled Woodbine, commonly grew over the waterspout, on New England farm houses, the expression, in Fisk's active fancy, seemed appropriate. I recall two well looking ladies, evidently friends of Fisk's, who resided at the St. James Hotel, and were spoken of, behind their backs, as "Erie common" and "Erie preferred," Fisk, at that time, being in control of the Erie railroad.

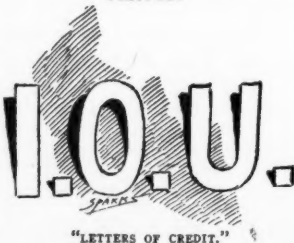
In later years Mr. J. Henry French, the dramatic publisher and theatrical manager, grew to very much resemble Fisk in personal appearance, and I recall one stroke of genius on Henry's part that seemed to me worthy of a financier. He controlled the libretto of a certain opera troupe, that would be on sale wherever a performance was given, and sought advertisements for the blank pages, covers, etc., as is common enough; but, instead of assuming to print a specified number of hundreds or thousands, and charging a round price for the service, he said nothing about the size of the edition, but bargained with advertisers for a fixed price for each performance where the libretto was used. A piano man or a dealer in furs, or diamonds, might pay \$25 a night for one hundred nights, or a total of \$2,500 for an edition, which if plainly stated to him would have seemed over-priced at \$250 or even \$125. Henry was a boy then, and he did very well with his libretto; in fact, though a man of marked ability, he never showed more knowledge of high finance than in this effort of his youth.

Arriving at the foot of Murray street, on the morning of April 1, 1867, my wife and I walked up the street to City Hall Park and gazed

with pride at the new sign, already in place, over an entrance to the Times Building, then called the New, although it has since been torn down and replaced by the elegant structure now apparently nearing the original height of the Tower of Babel, and still falling a good deal short of that still more wonderful structure, the still newer Times Building, situated at Broadway and 42nd street.

I recall one incident of the final parting from Boston that caused considerable comment at the time among those interested. The firm was to be dissolved, some would come away, and some remain. The pleasant associations of one or two years were to end. Mr. Dodd, who had a keen sense of humor, sought a confidential interview with Pierce, the bookkeeper, stated the case to him, suggested the advisability of taking some steps to mark the occasion; possibly by a supper at Parker's, or something of that sort. Pierce listened intently, was fully in accord with the idea, and willing, more than willing, to do his share. "How much, Pierce," asked Dodd, "would you subscribe toward paying the expense of the entertainment?" To which inquiry, Pierce, with enthusiastic generosity and interest, forgetful, perhaps, at the moment of the moderate figure that represented his salary, responded, "I'll give three dollars." Dodd was more than gratified. he was delighted; and said to Pierce, clapping him heartily on the shoulder, "I think that will be all we shall need to pay for the whole thing!" The celebration, as a matter of fact, never did take place.

FINANCIAL EXPRESSION ILLUSTRATED.



The Publisher of one of the most successful daily newspapers—

in the United States—subscribes for more than five hundred copies of PRINTERS' INK, to be sent each year to his advertisers and local tradesmen whom he believes ought to advertise in his paper. Every subscription is paid for cash-in-advance. This expense is a part of his annual appropriation to advertise his publication.

* * *

Six years ago his paper didn't amount to very much—to-day it is one of the most valuable newspaper properties in America. The Little Schoolmaster is one of its solicitors for advertising patronage, probably one of its most effective, and certainly one of its most economical ones.

* * *

There are scores of other newspapers all over the country that could follow the above practice to their advantage. Some could muster ten, some twenty, some fifty, some a hundred or more names of large and small merchants within their territory that could be made converts to advertising if they absorbed the spirit and information which PRINTERS' INK would bring to them fifty-two times a year.

A special cash rate will be made to publishers for that purpose. Address

CHAS. J. ZINGG, *Manager,*

Printers' Ink Publishing Co.,

10 Spruce Street,

NEW YORK CITY.

THE NEW TRADEMARK ACT.

Manufacturers will be interested in the pamphlet entitled "Registration of Trademarks under the New Trademark Act," which has just been published by John Byrne & Co., law book publishers, Washington, D. C. The author is Arthur P. Greeley, formerly Assistant Commissioner of Patents and a member of the Commission appointed to revise the patent and trademark laws. Mr. Greeley points out the deficiencies of the old Trademark Act of 1881 and explains the provisions of the new Act which became effective on April 1st. The text of the new Act is also given.

The trademark law that has just gone into effect was urged upon Congress because the Act of 1881 did not give to registrants any remedy against infringers which the owner of an unregistered mark would not have under the common law. The new Act in addition to providing for the registration of all marks which under the common law can be considered trademarks, and providing that marks used in interstate commerce or in commerce with foreign countries, or with Indian tribes, may be registered, provides for giving to registrants advantages not given by the common law in respect to the extent of damages; in respect to delivering up for destruction copies of infringing marks; in respect to the enforcement of an injunction granted in any one of the Circuit Courts; in respect to the jurisdiction of the United States Courts in controversies respecting the use of registered trademarks in interstate commerce, and in respect to the exclusion from entry at custom houses of merchandise falsely bearing a registered trademark.

Under what is termed the common law of trademarks" (says Mr. Greeley) the right of ownership in a trademark—that is, the right to its exclusive use—belongs to the person who is the first to adopt and use it, and this right

may be protected by injunction. It is also well settled by decisions of the courts, under what is known as the "doctrine of unfair competition," that no one will be permitted to copy a label or name used by a competitor in business or to otherwise so dress his goods as to lead the public to believe that they are the goods of the original user of the label, name or distinctive style of wrapper even though these things in themselves may not amount to a trademark. The new Act does not make any change in the common law of trademarks or in the doctrine of unfair competition, so the owner of a trademark who fails to register it under the provisions of the new Act does not lose his right of ownership or forfeit his right to the protection of the courts against infringers. But while the new Act does not compel registration of unregistered marks or re-registration of marks previously registered, its provisions are such that owners of unregistered trademarks entitled to registration will find the advantages resulting from registration under the new Act so important that they should not fail to register, and the owners of trademarks registered under the Act of 1881 will probably find it worth while to re-register under the new Act for the sake of securing the additional remedies it provides against infringers.

The principal differences between the new Act and the Trademark Act of 1881, as set forth by Mr. Greeley, are as follows:

Under the Act of 1881 only trademarks used in foreign commerce or commerce with Indian tribes could be registered. The new Act permits the registration of trademarks used in domestic commerce as well, provided their use is not wholly within a single State.

Under the Act of 1881, as construed by the Patent Office, only such marks as in the opinion of the Commissioner of Patents could be considered trademarks in a strict technical sense were permitted to be registered, and from the Commissioner's decision there was no appeal. The new Act permits the registration of all marks which under the common law could be considered trademarks, and the final decision as to the registrability of a mark does not rest with the Commissioner of Patents but with the Court of Appeals of the

District of Columbia, composed of three judges.

Under the Act of 1881, applicants for registration have been required by the Patent Office to eliminate from the drawing of the mark filed with that office all details but those considered essential features of the mark, with the result that in many cases the trademark registered would not be easily recognized as the trademark actually used. The new Act permits trademarks to be registered in the form in which they are actually used.

Under the Act of 1881 the owner of a registered trademark has a right of action in the United States courts only against an infringer who is using the mark in foreign commerce or commerce with the Indian tribes. The new Act goes further and gives him the right of action against an infringer who uses the mark in interstate commerce as well.

Under the Act of 1881 the owner of a registered trademark can recover in a suit for damages against an infringer no more than he could recover under the common law—that is, only such actual damages as can be proved. The new Act provides that where a verdict has been rendered in favor of the plaintiff, the Court may, according to the circumstances of the case, enter judgment for increased damages to the extent of not more than three times the actual damages found, thus compelling the infringer to pay a penalty for his infringement as well as to pay such damages as can be proved. In such cases the Court may also, under the new Act, order the defendant to deliver up for destruction all labels, wrappers or receptacles bearing the infringing trademark. The act of 1881 provides for no such penalty.

Under the new Act individual names, or names descriptive or geographical, which are not in themselves legitimate trademarks, may nevertheless be registered as such provided they have been in actual and exclusive use for ten years and are recognized by the purchasing public as the distinguishing marks of the person using them. On the other hand no portrait of a living individual may be registered as a trademark without the written consent of such individual, nor can any design be registered that "consists of or comprises the flag or coat-of-arms or other insignia of the United States, or any simulation thereof, or of any State or municipality, or of any foreign nation."

Owners of trademarks are required to give notice to the public that their mark is registered by printing on it the words "Registered in U. S. Patent Office" (which may be abbreviated if desired to: Reg. U. S. Pat. Off.) or, where these words cannot be conveniently printed on the trademark itself, by affixing a label containing a like notice to the package.

FACTS *versus* CLAIMS.

On January 20, 1905, following a detailed report of its own circulation, the Chicago Daily News said: "The Daily News regrets its inability to quote the circulation of the other Chicago newspapers, and this because with the single exception of the RECORD-HERALD, no other Chicago newspaper makes a complete, detailed publication of the actual sales of all its editions."

The CHICAGO RECORD-HERALD Circulation for Jan. and Feb., 1905:

Daily Average, **148,821**

Sunday Average, **202,098**

IOWA IS A GREAT STATE

—AND—

The Des Moines Capital

—IS—

Iowa's Greatest Newspaper.

Circulation Over 39,000.

Send for Advertising Rates.

LAFAYETTE YOUNG, Publisher.

EASTERN OFFICES:

**EUGENE VAN ZANDT, 166 World Building,
New York, N. Y.**

**ELMER WILSON, 87 Washington Street
Chicago, Ill.**

A TEXTILE CAMPAIGN.

Woolen undergarments have a pernicious way of shrinking at the armholes because sleeves are knit the same width from cuff to armhole and stretched at the latter point before being put on sale. The Springfield Knitting Co., of Springfield, Mass., has special machinery that knits sleeves larger at the armholes, making a garment that never shrinks or binds, giving comfort as long as it lasts. This make of underwear is called by the trade name of "Alma," and the company has built up a large demand through regular channels of retailing. No goods are sold to the public direct, as it is very important to maintain trade lines.

Last summer the company became interested in general advertising through facts presented by Mr. Balmer, of the Butterick Trio, showing the opportunities for textile publicity. An appropriation of \$2,500 was made for magazine publicity, and in August and September large ads describing "Alma" garments were run in the *Delineator*, *Designer*, *New Idea Woman's Magazine*, *Good Housekeeping* and *Ladies' Home Journal*. Children's sizes were selected for description, and the chief feature of the ads was the special non-shrinking sleeve. Average retail prices were printed and readers instructed to inquire at local dealers first. If the garments were not found there, then the company mailed a booklet for a dealer's name, and if the names of three friends with children were added, a pair of abdominal bands were sent free to the inquirer.

This advertising, in two months, produced more than 6,000 replies, all of which came from small towns where the "Alma" line was not on sale. The goods are high-grade, and carried by large stores in the cities. City readers went to the stores, with the result that direct and profitable increases of business were traced in New York and other centers. These indirect returns from the advertising were best. The replies from small

towns gave some trouble, for owing to its trade relations the company could not sell direct, and difficulty was found in evolving a plan whereby the goods could be put into the hands of people who had been led to want them through advertising. In point of interest aroused, however, the campaign was conspicuously successful, for in addition to the city trade established and the stimulus put upon retailers, the company secured its 6,000 inquiries at a cost of from twenty-seven to thirty-six cents apiece.

The campaign illustrates difficulties in many manufacturing propositions that are not taken into account by advertising men in advocating the use of publicity. If the Springfield Knitting Co. could eliminate from magazine circulation the readers in small towns, reaching only persons in cities where goods are on sale, it could operate upon a much larger scale. But a way must be found to take care of country trade before magazine advertising can be made practicable. Covering the large cities with daily newspapers would be far more costly than magazine advertising, and seems to be out of the question. Prior to this campaign, the company had secured considerable newspaper publicity by furnishing retailers with advertising illustrations and paying cash prizes for ads about "Alma" garments, prizes not being awarded for size of space used, but for effective wording, typographical arrangement, and the most forceful arguments on the non-shrinking feature of the sleeve. At the outset this method of obtaining newspaper publicity brought good results, but after a time retailers seemed to become somewhat indifferent to it.

Where Can You Equal It?

Actual Average Circulation
152,062

\$5 cents flat or less than 1/4 cent per line per 1,000 bona-fide paid circulation among thrifty German country people—no dead-weights, no waste. Contracts can be discontinued any time.

Lincoln Freie Presse
LINCOLN, NEB.

A Roll of Honor

(THIRD YEAR.)

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1904 issue of the American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated; also from publishers who for some reason failed to obtain a figure rating in the 1904 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1905 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*)

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

Announcements under this classification, if entitled as above, cost 20 cents per line under a YEARLY contract, \$20.80 for a full year, 10 per cent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to date showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.

ALABAMA.

Athens, Limestone Democrat, weekly. R. H. Walker, pub. Actual average for 1904, 1,011.

Birmingham, Ledger, dy. Average for 1904, 20,176. E. Katz, S.A., N. Y.

ARIZONA.

Phoenix, Republican. Daily average for 1904, 6,539. Chas. T. Logan Special Agency, N. Y.

ARKANSAS.

Fort Smith, Times, daily. In 1903 no issue less than 2,750. Actual average for October, November and December, 1904, 5,646.

Little Rock, Arkansas Methodist, Anderson & Millar, pubs. Actual average 1903, 10,000.

CALIFORNIA.

Fresno, Morning Republican, daily. Aver. 1904, 6,415. LaCoste & Maxwell, N. Y. & Chicago.

Mountain View, Signs of the Times. Actual weekly average for 1904, 27,108.

San Francisco, Call, dy and S'y. J. D. Spreckels. Actual daily average for year ending Dec., 1904, 62,282; Sunday, 87,947.

COLORADO.

Denver, Clay's Review, weekly; Perry A. Clay. Actual average for 1904, 10,926 (*).

Denver, Post, daily. Post Printing and Publishing Co. Average for 1904, 44,577. Average for March, 1905, 47,856. Gain, 5,279.

The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



CONNECTICUT.

Hartford, Times, daily. Average for 1904, 17,547. Perry Lukens, Jr., N. Y. Rep.

Meriden, Morning Record and Republican. daily average for 1904, 7,559.

New Haven, Evening Register, daily. Actual av. for 1904, 18,618; Sunday, 11,107.

New Haven, Goldsmith and Silversmith, monthly. Actual average for 1905, 7,217.

New Haven, Palladium, daily. Average for 1904, 7,857. E. Katz, Special Agent, N. Y.

New Haven, Union. Av. 1904, 16,076. E. Katz, Special Agent, N. Y.

New London, Day, ev'g. Aver. 1904, 5,855. Average gain over '03, 242. E. Katz, Spec. Ad. Agt., N. Y.

Norwich, Bulletin, morning. Average for 1903 4,988; for 1904, 5,550; now 5,546.

Norwalk, Evening Hour. Daily average year ending Dec., 1904, 8,217 (*).

Waterbury, Republican, dy. Aver. for 1904, 5,770. LaCoste & Maxwell Spec. Agents, N. Y.

DELAWARE.

Wilmington, Every Evening. Average guaranteed circulation for 1904, 11,460.

Wilmington, Morning News. Only morning paper in State. Three mos. end, Dec., 1904, 10,074.

DISTRICT OF COLUMBIA.

Washington, Ev. Star, daily and Sunday. Daily average for 1904, 55,502 (©).

National Tribune, weekly. Average for 1904, 100,209.

Smith & Thompson, Rep., N. Y. & Chicago.

Washington, Evening Star, daily and Sunday. Daily average for 1904, 55,502 (©).

FLORIDA.

Jacksonville, Metropolis, dy Av. 1904, 8,760. E. Katz, Sp. Ag., N. Y.

GEORGIA.

Atlanta, Journal, dr. Av. 1904, 45,685, Feb., 1905, 44,511. Semi-weekly 45,867.

Atlanta, News. Actual daily average, 1904, 24,250. S. C. Beckwith, Sp. Ag., N. Y. & Chi.

Augusta, Chronicle. Only morning paper. 1904 average, daily 5,661; Sunday 7,480.

IDAHO.

Boise, Evening Capital News. Daily average 1904, 5,296; average February, 1905, 4,580. Actual circulation March 1, 1905, 4,515.

ILLINOIS.

Calro, Bulletin. Daily and Sunday average 1904, 1,945.

Calro, Citizen. Daily Average 1904, 1,196, weekly, 1,127.

Champaign, Daily News. In January, 1905, no day's issue of less than 2,500.

Chicago, Bakers' Helper, monthly (\$2.00). Bakers' Helper Co. Average for 1904, 4,100 (©©)

Chicago, Breeders' Gazette, stock farm, weekly. Manders Pub. Co. Actual average for 1903, 67,880; 1904, 67,757.

Chicago, Farmers' Voice. Actual weekly average year ending December, 1904, 25,052 (3).

Chicago, Grain Dealers Journal, a mo. Grain Dealers Company. Av. for 1904, 4,926 (60).

Chicago, Gregg Writer, monthly. Shorthand and Typewriting. Actual average 1904, 18,760.

Chicago, National Harness Review, mo. Av. for 1902, 5,291. First 8 mos. 1903, 6,250.

Chicago, Record-Herald. Average 1904, daily 145,761, Sunday 199,400. Average Jan. and Feb., 1905, daily 148,821, Sunday 202,098.

Kewanee, Star-Courier. Av. for 1904, daily 8,290, wy. 1,275. Daily 1st 6 mos. '04, 8,290.

La Salle, Ray-Promien, Polish, weekly. Average 1903, 1,865.

Peoria, Star, evenings and Sunday morning. Actual average for 1904, d'y 21,528, S'y 9,957.

INDIANA.

Evansville, Courier, daily and S. Courier Co., pub. Act. av. '03, 12,618 (241). Sworn av. '04, 12,684. Smith & Thompson, Sp. Rep., N.Y. & Chicago.

Evansville, Journal-News. Av. 1903, d'y 15,852, for '04, 14,030. E. Katz, S. A., N. Y.

Goshen, Cooking Club, monthly. Average for 1903, 26,578. A persistent medium, as house wires keep every issue for daily reference.

Indianapolis, News, dy. Aver. net sales in 1904, 72,982. In February, 1905, 75,588.

Indianapolis, Star. Aver. net sales 1904 (all returns and unsold copies deducted), 88,274 (3).

Marion, Leader, daily. W. B. Westlake, pub. Actual average for year 1904, 5,685.

Muncie, Star. Average net sales 1904 (all returns and unsold copies deducted) 28,781.

Notre Dame, The Ave Maria, Catholic weekly. Actual net average for 1904, 25,816.

Richmond, Sun-Telegram. Sworn av. 1904, dy. 2,761.

South Bend, Tribune. Sworn daily average 1904, 6,559. Sworn average for March, 6,984.

Terre Haute, Star. Av. net sales 1904 (all returns and unsold copies deducted), 21,288 (3).

INDIAN TERRITORY.

Ardmore, Ardmoreite, daily and weekly. Average for 1904, dy. 2,068; wy., 8,291.

IOWA.

Davenport, Democrat and Leader. Largest gar. city circ'n. Sworn aver. Mar., 1905, 7,191.

Davenport, Times. Daily aver. 1904, 9,896. Daily aver. Feb., 1905, 10,077. Cir. guar. greater than all other Davenport dailies combined.

Des Moines, Capital, daily. Lafayette Young publisher. Actual average sold 1904, 86,858. Present circulation over 39,000.

City circulation the largest of any Des Moines newspaper absolutely guaranteed. Only evening newspaper carrying advertising of the department stores. Carries largest amount of local advertising.

Des Moines, News, daily. Actual average for 1904, 42,620. B. D. Butler, N. Y. and Chicago.

Des Moines, Wallace's Farmer, wy. Est. 1879. Actual average for 1904, 86,811.

Muscatine, Journal. Daily av. 1904, 5,240. semi-weekly 5,059, daily, December, 5,907.

Ottumwa, Courier. Daily average for December, 1904, 5,192. Tri-weekly average for December, 1904, 7,975.

Sioux City, Journal. Dy. av. for 1904 (sworn) 21,784 av. for Dec., 1904, 22,808. Records always open. More readers in its field than of all other daily papers combined.

Sioux City, Tribune, Evening. Net sworn daily, average 1904, 20,678; Mar., 1905, 23,702.

KANSAS.

Hutchinson, News. Daily 1904, 2,964. E. Katz, Agent, New York.

Topeka, Western School Journal, educational monthly. Average for 1904, 7,508.

KENTUCKY.

Lexington, Leader. Av. '04, avg. 4,041, Sun. 5,597, Mar. '05, avg., 4,652. E. Katz, Spec. Agt.

Louisville, Evening Post, dy. Evening Post Co., pubs. Actual average for 1903, 26,964.

Paducah, News-Democrat. Daily net av. 1903, 2,904. Year ending Dec. 31, 1904, 8,008.

Paducah, The Sun. Average for February, 1905 8,478.

LOUISIANA.

New Orleans, The Southern Buck, official organ of Eklodm in La. and Miss. Av. '04, 4,816.

MAINE.

Augusta, Comfort, mo. W. H. Gannett, pub. Actual average for 1904, 1,269, 641.

Bangor, Commercial. Average for 1904, daily 8,991, weekly 28,887.

Dover, Piscataquis Observer. Actual weekly average 1904, 1,918.

Leviston, Evening Journal. Aver. for 1904, 7,524 (60), weekly 17,450 (60).

Phillips, Maine Woods and Woodsman, weekly. J. W. Brackett Co. Average for 1904, 8,180.

Portland, Evening Express. Average for 1904, daily 12,166, Sunday Telegram, 8,476.

MARYLAND.

Baltimore, News, daily. Evening News Publishing Company.

Average 1904, 53,784. For March, 1905, 64,528.

MASSACHUSETTS.

Boston, Globe. Average for 1904, daily, 128,705, Sunday, 293,368. "Largest Circulation Daily of any two cent paper in the United States. 100,000 more circulation than any other Sunday paper in New England." Advertisements go in morning and afternoon editions for one price.

Boston, Evening Transcript (60) (413). Boston's tea table paper. Largest amount of week day adv.

Boston, Post. Average for 1903, daily, 178,304; for 1904, 211,221. Boston Sunday Post, average for 1903, 160,421; for 1904, 177,664. Largest daily circulation for 1904 in all New England, whether morning or evening, or morning and evening editions combined. Second largest Sunday circulation in New England. Daily rate, 20 cents per agate line. Flat, run-off paper; Sunday rate, 18 cents per line. The best advertising propositions in New England.

Boston, Traveler. Est. 1834. Actual daily av. 1905, 78,552. In 1903, 76,666. For 1904, average daily circulation, 81,885 copies. Reps.: Smith & Thompson. N. Y. and Chicago.

East Northfield, Record of Christian Work, mo. \$1. Aver. for year end'g Dec. 31, 1903, 20,250. Dec. 31, 1904, 20,660. Over 90 per cent paid sub scriptions. Price rate, \$22.40 flat, pro rata.

North Adams, Transcript, even. Daily aver. printed 1904, 5,895. Last 3 mos., 1904, 6,166.

Springfield, Good Housekeeping, mo. Average 1904, 171,017. No issue in 1905 less than 200,000 copies. All advertisements guaranteed.

Worcester, Evening Post, daily. Worcester Post Co. Average for 1904, 12,617.

Worcester, L'Opinion Publique, daily (60). Average 1904, 4,722. Only French paper in United States on Roll of Honor.

MICHIGAN.

Adrian, Telegram, dy. D. W. Grandon. Av. for 1904, 4,164. Aver. for January, 1905, 4,847.



Flint, Michigan Daily Journal. *Aver. year end.* Dec. 31, '04, 6,512 (wk). *Ac. for Dec. 1, 252 (wk).*

Grand Rapids, Evening Press *dy. Average* 1904, 44,807.

Grand Rapids, Herald. *Average daily issue last six months of 1904, 28,661. Only morning and only Sunday paper in its field. Grand Rapids (pop. 100,000) and Western Michigan (pop. 750,000).*

Jackson, Press and Patriot. *Actual daily average for 1904, 6,605. Av. Mar., 1905, 7,282.*

Kalamazoo, Evening Telegraph. *Last six mos. 1904, dy. 9,512. Dec. 10, 986, s-w. 9,511.*

Kalamazoo, Gazette. *daily, 1904, 10,511. Dec. 11, 987. Largest circulation by 4,500.*

Saginaw, Courier-Herald, *daily, Sunday Average 1904, 10,253; February, 1905, 11,940.*

Saginaw, Evening News, *daily. Average for 1904, 14,816. March, 1905, 15,266.*

MINNESOTA.

Minneapolis, Svenska Amerikaniska Posten. *Swan J. Turnblad, pub. 1904, 52,068.*

Minneapolis Tribune. *W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily, 1904, daily average, 87,929; last quarter of 1904 was 92,222; Sunday 71,221. Daily average for February, 1905, was 92,292 net; March, 92,836. Sunday average March, 72,516.*

CIRCULATION *The Evening Tribune is guaranteed to have a larger circulation than any other Minneapolis newspaper's evening edition. The carrier-delivery of the daily Tribune in Minneapolis is many thousands greater than that of any other newspaper. The city circulation alone exceeds 40,000 daily. The Tribune is the recognized paper of Minneapolis. Want Ad paper of Minneapolis.*

Minneapolis, Farmers' Tribune, *twice a week. W. J. Murphy, pub. Aver. for 1904, 56,814.*

Minneapolis, Farm, Stock and Home, *semi-monthly. Actual average 1903, 75,854. Actual average 1904, 79,750.*

GUARANTEE *The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota and Northern Iowa. Use it to reach section most profitably.*

Minneapolis, Journal, *daily. Journal Printing Co. Aver. for 1903, 57,089; 1904, 64,655; January, 1905, 67,599. Feb., 1905, 67,868.*

GUARANTEE *The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It reaches a greater number of the purchasing classes and goes into more homes than any paper in its field. It brings results.*

St. Paul, Dispatch, *dy. Aver. 1904, 58,086. January, 1905, 59,501. ST. PAUL'S LEADING NEWSPAPER. W'y aver. 1904, 78,951.*

St. Paul, Globe, *daily. Globe Co., publishers. Actual average for 1904, 51,688.*

St. Paul, News, *daily. Actual average for 1904, 56,304. B. D. Butler, N. Y. and Chicago.*

St. Paul, Pioneer-Press, *daily average for 1904 55,090, Sunday 50,484.*

St. Paul, The Farmer, *s-mo. Rate, 35c. per line, with discounts. Circulation for year ending Dec., 1904, 58,487.*

St. Paul, Volkszeitung, *Actual average 1904 dy. 12,685, w'y. 28,627. Sonntagsblatt 28,640.*

Winona, Republican and Herald, *daily. Average year ending December, 1904, 4,216.*

MISSOURI.

Clinton, Republican. *W'y av. last 6 mos. 1904, 3,310. D'y est. Apr., '04; av. last 6 mos. '04, 800.*

Joplin, Globe, *daily. Average 1904, 12,046. E. Katz, Special Agent, N. Y.*

Kansas City, Journal, *d'y and w'y. Average for 1904, daily 64,114. weekly 199,390.*

Kansas City, World, *daily. Actual average for 1904, 61,478. B. D. Butler, N. Y. & Chicago.*

St. Joseph, News and Press. *Act. daily av. for 1904, 25,037. Smith & Thompson, East, Rep.*

St. Louis, Medical Brief, *mo. J. J. Lawrence A.M., M.D., ed. and pub. Av. for 1904, 41,408.*

St. Louis, National Druggist, *mo. Henry R. Strong, Editor and Publisher. Average for 1904, 8,080 (C). Eastern office, 59 Maiden Lane.*

St. Louis, National Farmer and Stock Grower, *monthly. Average for 1902, 68,583; average for 1903, 106,635; average for 1904, 104,750.*

St. Louis, The Woman's Magazine, *monthly. Women and home. Lewis Pub. Co. Proven average for 1903, 1,345,511. Actual proven average for past 12 months 1,611,938. Every issue guaranteed to exceed 1,500,000 copies—full count. Largest circulation of any publication in the world.*

MONTANA.

Butte, American Labor Union Journal, *weekly. Average 1903, 20,549 general circulation.*

NEBRASKA.

Lincoln, Deutsch-American Farmer, *weekly. Average year ending June, 1904, 149,808.*

Lincoln, Freie Press, *weekly. Actual average for year ending June, 1904, 152,035.*

Lincoln, Journal and News. *Daily average 1904, 26,688; February average 28,055.*

Omaha, Den Danske Pioneer, *w'y. Sophus F. Neble Pub. Co. Average for 1904, 51,628.*

Omaha, News, *daily. Actual average for 1904, 41,759. B. D. Butler, New York and Chicago.*

NEW HAMPSHIRE.

Nashua, Telegraph, *dy. and w'y. Daily aver. 10 mos. '04, 2,870; October, '04, 5,169.*

NEW JERSEY.

Camden, Daily Courier. *Est. 1876. Net aver. circulation for 4 mos. end. Dec. 31, 1904, 8,687.*

Clayton, Reporter, *weekly. A. F. Jenkins, Pub. Actual average for 1904, 2,411.*

Jersey City, Evening Journal. *Average for 1904, 21,106. First 3 mos. 1905, 22,639.*

Newark, Evening News. *Evening News Pub. Co. Av. for March, 1905, 61,405.*

Newmarket, Advertisers' Guide, *mo. Stanley Day, publisher. Average for 1903, 5,125.*

Washington, Star, *w'y. Sworn av. '03, 8,759. Sworn aver. '04, 8,981. More actual subs. than any five other Warren Co. papers.*

NEW YORK.

Albany, Journal, *evening, Journal Co. Daily average for 1904, 18,228.*

Albany, Times-Union, *evening Evening. Est. 1856. Ac. for 1904, 50,487; Jan. and Feb. '05, 52,945.*

Batavia, News, *evening. Average 1903, 6,487. Average 1904, 6,757.*

Binghamton, Evening Herald, *daily. Herald Co. Average for first three months 1904, 15,210.*

Buffalo, Courier, morn.; Enquirer, *even. W. J. Conners. Aver. for 1904, morning 59,940, evening 82,702; Sunday average 78,584.*

Buffalo, Evening News. *Daily average 1904, 88,457.*

Catskill, Recorder, *weekly. Harry Hall, editor. 1904 av. 5,656. Av. December, 8,751.*

Cortland, Democrat, *Fridays. Est. 1840. Aver. 1904, 2,296. Only Dem. paper in county.*

Corning. Leader, evening. Average, 1904, 6,225. First quarter 1905, 6,425.

Lyons. Republican, established 1821. Chas. H. Betts, editor and prop. Circulation 1903, 2521.

Mount Vernon. Daily Argus. Average 1904, 2,918. Westchester County's leading paper.

Newburgh. News, daily. Av. for 1904, 4,722. 3,000 more than all other Newburgh papers combined.

New York City.

American Machinist. wy., machine construc. (Also European edition.) Average 1904, 20,139.

Army & Navy Journal. Est. 1863. Actual weekly average for 48 issues, 1904, 9,571 (C). Only Military paper awarded "Gold Marks."

Bakers Review monthly. W. R. Gregory Co., publishers. Actual average for 1904, 4,900.

Bensinger's magazine, family monthly. Bensinger Brothers. Average for 1904, 37,025, present circulation, 50,000.

Clipper, weekly (Theatrical). Frank Guen, Pub. Co., Ltd. Av. for 1903, 26,912 (C) (1899).

El Comercio, mo. Spanish export. J. Shep ard Clark Co. Average for 1904, 7,292.

Forward, daily Forward Association. Average for 1903, 43,241.

Haberdasher, mo. est. 1851. Actual average for 1904, 7,000. Binders affidavit and Post Office receipts distributed monthly to advertisers.

Hardware Dealers' Magazine, monthly. In 1904, average issue, 17,500 (C) (C). D. T. MALETT, Pub, 253 Broadway.

Leslie's Weekly. Actual av. year end. Aug. 1904, 69,077 (K). Pres. av. over 75,000 weekly.

Leslie's Monthly Magazine, New York. Average circulation for the past 12 months, 245,946. Present average circulation 300,169.

Music Trade Review, music trade and art weekly. Average for 1904, 5,509.

National Provisioner, weekly. Packing houses, butchers, cotton seed oil, etc. 1903 av. cir. 6,402.

Pocket List of Railroad Officials, qly. Railr'd & Transp. Av. 1903, 17,992; April, 1904, 19,728.

The People's Home Journal, 525,166 monthly, Good Literature, 452,838 monthly, average circulations for 1904—all to paid-in-advance subscribers. F. M. Lupton, Publisher.

Printers' Ink, a journal for advertisers, published every Wednesday. Established 1888. Actual weekly average for 1903, **11,001.** Actual weekly average for 1904, **14,918.** Actual gain over 1903, **3,917.**

The Wall Street Journal. Dow, Jones & Co. publishers. Daily average March, 1905, 13,100.

The World. Actual av. for 1904, Morn., 502,632, Evening, 379,755. Sunday, 455,484.

Rochester. Case and Comment, mo. Law. Av. for 1904, 30,000; 5 years' average, 30,105.

Schenectady. Gazette, daily. A. N. Liberty. Average for 1903, 9,007. Actual average for 1904, 11,622, 1904, 12,574.

Syracuse. Evening Herald, daily. Herald Co. pub. Av. for 1904, daily 55,648, Sunday 59,161.

Utica. National Electrical Contractor, mo. Average for 1904, 2,625.

Utica. Press, daily. Otto A. Meyer, publisher. Average for 1904, 14,379.

NORTH CAROLINA.

Charlotte. Observer. North Carolina's foremost newspaper. Actual daily average 1904, 6,148; Sunday, 8,408, semi-weekly, 4,496.

Raleigh. Biblical Recorder, weekly. Average 1903, 8,872. Average 1904, 9,756.

NORTH DAKOTA.

Grand Forks. Herald, dy. av. for yr. end. Feb. '05, 4,096. Will guar. 6,000 for yr. N. Dakota's BIGGEST DAILY. La Cote & Maxwell, N. Y. Rep.

Grand Forks. Normanden, weekly. Av. for 1903, 5,451. Guar. 6,700 after Nov. 1, 1904.

OHIO.

Akron. Beacon Journal. Average 1903, 8,205. N. Y. 323 Temple Court. Av. Nov., 1904, 10,702.

Cleveland. Plain Dealer. Est. 1841. Actual daily average 1904, 79,460; Sunday 68,198. Mar., 1905, 80,601 daily; Sunday, 70,520.

Washington Court House. Fayette Co. Record, weekly. Actual average 1903, 1,775.

Youngstown. Vindicator. Dy. av. '04, 12,020. LaCote & Maxwell, N. Y. & Chicago.

Zanesville. Signal, daily, reaches S. E. Ohio. Guarantees 5,000. Average six mos. 1904, 5,514.

Zanesville. Times-Recorder. Sworn average 1905, 10,355. Guaranteed double nearest competitor and 50% in excess combined competitors.

OKLAHOMA.

Guthrie. Oklahoma Farmer, weekly. Actual average 1904, 8,838.

Guthrie. Oklahoma State Capital, dy. and wy. Av. for 1903, daily 20,063, weekly 25,014. Year ending July 1, '05, dy. 19,865; wy. 25,119.

Oklahoma City. The Oklahoman. 1904 av. 8,104; Feb., '05, 10,517. E. Katz, Agent, N. Y.

OREGON.

Portland. Oregon Daily Journal. Actual average for March, 20,054; actual average during 1904, 15,204.

PENNSYLVANIA.

Chester. Times, ev'g dy. Average 1904, 7,929. N. Y. office, 320 B'way. F. H. Northrup, Mgr.

Erie. People, weekly. Aug. Klenke, Mgr. Average 1903, 5,055.

Erie. Times, daily. Av. for 1904, 14,257. Mar., 1905, 15,165. E. Katz, Sp. Ag., N. Y.

Harrisburg. Telegraph. Dy. sworn av. Dec. '04, 11,726. Largest circn. in Harrisburg guar'd.

Philadelphia. American Medicine, wy. Av. for 1903, 19,527. Av. March 1905, 16,827.

Philadelphia. Farm Journal, monthly. Wilmer Atkinson Company, publishers. Average for 1904, 593,840. **Printers' Ink** awarded the seventh Sugar Bowl to Farm Journal with this inscription:

"I awarded June 25th, 1902, by 'Printers' Ink,' 'The Little Schoolmaster' in the Art of Advertising, to the Farm Journal. After a canvassing of merits extending over a period of half a year, that paper, among all those published in the United States, has been pronounced the one that best serves its purpose as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them through its advertising columns."

Philadelphia. German Daily Gazette. Av. circulation 1904, daily 49,098, Sunday 57,598. Sworn statement. Cir. books open.

Philadelphia. Press. Daily average year ending Dec. 31, 1904, 115,342 net copies sold.

Philadelphia. Sunday School Times, weekly. Average for 1904, 92,518. Send for rates to The Religious Press Association, Philadelphia.



Philadelphia Bulletin's Circulation

The following statement shows the actual circulation of "The Bulletin" for each day in the month of March, 1905:

1.....	220,140	17.....	228,381
2.....	219,577	18.....	232,219
3.....	219,887	19....	Sunday
4.....	223,454	20.....	226,108
5....	Sunday	21.....	225,041
6.....	229,637	22.....	226,933
7.....	217,317	23.....	227,682
8.....	221,739	24.....	224,711
9.....	223,857	25.....	230,893
10.....	234,711	26....	Sunday
11.....	235,970	27.....	225,028
12....	Sunday	28.....	220,216
13.....	231,438	29.....	218,562
14.....	231,595	30.....	214,444
15.....	228,015	31.....	218,768
16.....	226,206		

Total for 27 days, 6,082,529 copies.

NET AVERAGE FOR MARCH,

225,278 copies per day

"The Bulletin's" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

William L. McLean, Publisher.

PHILADELPHIA, April 4th, 1905.

Philadelphia. The Grocery World. Actual average year ending August, 1904, 11,741.

The Evening Telegraph

READ EVERYWHERE IN PHILADELPHIA.

March Circulation

The following statement shows the actual circulation of THE EVENING TELEGRAPH for each day in the month of March, 1905:

1.....	146,960	17.....	148,313
2.....	146,084	18.....	150,771
3.....	147,631	19.....	Sunday
4.....	156,399	20.....	148,089
5.....	Sunday	21.....	148,369
6.....	150,925	22.....	148,115
7.....	147,879	23.....	147,656
8.....	147,226	24.....	148,646
9.....	148,624	25.....	150,845
10.....	151,486	26.....	Sunday
11.....	150,456	27.....	147,781
12.....	Sunday	28.....	147,373
13.....	146,482	29.....	146,818
14.....	148,612	30.....	147,424
15.....	147,738	31.....	148,033
16.....	147,629		

Total for 31 days.....4,011,157

NET AVERAGE FOR MARCH

148,561 copies per day

BARCLAY H. WARBURTON, President.
Philadelphia, April 5, 1905.

Pittsburg. Labor World, wy. Ar. 1904, 22,418. *Reaches best paid class of workmen in U.S.*

Pottsville. Evening Chronicle. Official county organ. Daily average 1903, 6,648.

West Chester. Local News, daily. W. H. Hodgson. Average for 1903 15,168.

Williamsport. Grit. America's Greatest Weekly. Net paid average 1904, 198,758. Smith & Thompson, Heps., New York and Chicago.

York. Dispatch, daily. Average for 1904, 8,974. *Enters two-thirds of York homes.*

RHODE ISLAND.

Pawtucket. Evening Times. Average daily for 1904, 16,880 sworn.

Providence. Daily Journal, 17,290 (©©). Sunday, 20,486 (©©). Evening Bulletin 27,886 average 1904. Providence Journal Co. pub.

Westerly. Sun. Geo. H. Alt, pub. Average 1904, 4,480. Only daily in So. Rhode Island.

SOUTH CAROLINA.

Charleston. Evening Post. Actual dy. aver. for first 3 months 1905 4,110.

Columbia. State. Actual average for 1904, daily 8,164 copies. (©©) per issue; semi-weekly 2,251; Sunday 9,417 (©©). Act. aver. for last six months of 1904, daily 8,626; Sunday 9,912.

GUARANTEE
The absolute correctness of the latest circulation rating accorded the Columbia State is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

TENNESSEE.

Chattanooga. Crabtree's Weekly Press. Aver age November and December. 47,044 (3).

Knoxville. Journal and Tribune. Average weekly, six months to Dec. 31, 1904, 14,500.

Knoxville. Sentinel. Av. '04, 11,482. Led nearest competitor 11,000 in advertising '04, 6 days to 7.

Memphis. Commercial Appeal, daily. Sunday, weekly. Average 1904, daily 83,965. Sunday 47,002, weekly 86,340, (904). Smith & Thompson, Representatives N. Y. & Chicago.

Nashville. Banner, daily. Aver. for year 1903, 18,772; for 1904, 20,708. Only Nashville daily eligible to Roll of Honor.

TEXAS.

Denton. Record and Chronicle. Daily av. 1904, 816. Weekly av., 2,775. The daily and weekly reach nearly 80 per cent of the tax paying families of Denton county.

El Paso. Herald. Dy. av. 1904, 4,911; Dec., 1904, 4,485. Merchants' canvass showed Herald in 80 per cent of El Paso homes. Only El Paso daily paper eligible to Roll of Honor.

Paris. Advocate, dy. W. N. Furey, pub. Actual average, 1903, 1,527; 1904, 1,881.

VERMONT.

Barre. Times, daily. F. E. Langley. Aver. 1904, 8,161.

Burlington. Daily News, evening. Actual daily average 1904, 6,018; last 6 mos., 6,625; last 3 mos., 7,024; last month, 7,847.

VIRGINIA.

Norfolk. Dispatch, daily. Sworn average for 1904, 9,431; March, 1905, 10,808.

Richmond. News Leader, afternoons. Actual daily average 1904, 28,575 (see American Newspaper Directory). It has no equal in pulling power between Washington and Atlanta.

Richmond. Times-Dispatch, morning. Actual daily average year ending Dec. 1904, 20,172. High price circulation with no waste or duplication. In ninety per cent of Richmond homes. The State paper.

WASHINGTON.

Seattle. Times. Actual aver. circulation Oct. Nov. and Dec. 1904, 27,090 daily, 45,450 Sunday. By far largest daily and Sunday in State.

Tacoma. Ledger. Dy. av. 1904, 14,564; Sy., 18,475; wy., 9,524. Aver. 4 mos., ending Jan. 31, 1905, Dy 14,696, Sy., 19,518. S. C. Beckwith, rep., Tribune Bldg., N. Y. & Chicago.

WEST VIRGINIA.

Parkersburg. Sentinel, daily. R. E. Hornor, pub. Average for 1904, 2,520 (1654).

Wheeling. News. Daily paid circ'n 9,707. Sunday paid circ'n 10,829. For 12 months up to April, 1905. Guarantees a paid circulation equal to any other two Wheeling papers combined.

WISCONSIN.

La Crosse. Leader-Press evening. Actual average 1904, 6,379. Average Dec., 1904, 6,588.

Milwaukee. Evening Wisconsin, d'y. Fvg. Wisconsin Co. Average for 1904, 26,201; January, 1905, 26,589, March 27,405 (©©).

Milwaukee. Journal, daily. Journal Co., pub. Yr., end. Dec., 1904, 37,170 Mar., 1905, 38,818.

Oshkosh. Northwestern, daily. Average for 1904, 7,381. December, 1904, 7,426.

Wisconsin Agriculturist, Racine, Wis. Established 1877. Average for 1903, weekly, 32,181. For 1904, 37,254. Only Wisconsin paper whose circulation is guaranteed by the American Newspaper Directory. Advertising, \$2.50 per inch.

WYOMING.

Cheyenne. Tribune. Actual daily average for 1904, 2,986.

Rock Springs. Independent. Weekly average for 1903, 1,655. First eight months 1904, 1,582.

BRIITISH COLUMBIA.

Vancouver. Province, daily. W. C. Nichol, publisher. Average for 1904, 7,426; average for March, 1905, 8,575.

Victoria. Colonist, daily. Colonist P. & P. Co. Average for 1903, 2,695; June, 1904, 4,502.

MANITOBA. CAN.

Winnipeg. Der Nordwesten, Western Canada's German newspaper, covers the entire German speaking population—its exclusive field. *Average for 12 months ending June 30, 1904, 10,798.*

Winnipeg. Free Press, daily and weekly. *Average for 1904, daily, 25,695; weekly, 15,801. Daily, March, 1905, 28,555.*

NEW BRUNSWICK. CAN.

St. John. Star. *Actual daily average for September, 1904, 6,506.*

NOVA SCOTIA. CAN.

Hallifax. Herald (☉☉) and Evening Mail. *Sworn circulation exceeds 16,000. Flat rate.*

ONTARIO. CAN.

Toronto. Canadian Implement and Vehicle Trade, monthly. *Average for 1904, 6,000.*

Toronto. Evening Telegram. *Daily, aver. 1904, 31,884. Perry Lukens, Jr., N.Y. Repr.*

Toronto. Star, daily. *Sworn average circulation for March 1905, 39,021. Largest circulation of any evening paper published in Ontario.*

Toronto. The News. *Average for four months ending February 28, 1905, 37,711 daily. Certified by The Advertisers Bureau of Circulation Examinations. The largest circulation of any evening paper published in Ontario.*

QUEBEC. CAN.

Montreal. Herald, daily. *Est. 1808. Actual aver. daily 1904, 25,550; weekly, 18,856.*

Montreal. Journal of Agriculture and Horticulture. *Semi-monthly. Average 1904, 61,457.*

Montreal. La Presse. La Presse Pub. Co., Ltd., publishers. *Actual average 1904, daily, 80,259; Av. Mar., '05, 95,826. Sat., 118,392.*

Montreal. Le Canada. *Actual average 1904—daily, 19,387; weekly, 18,757.*

Montreal. Star, dv. & wy. Graham & Co. Av. for '05, dy. 55,127, wy. 122,269. Av. for 1904, dy. 56,795, wy. 125,240.

(☉☉) GOLD MARK PAPERS (☉☉)

(☉☉) Advertisers value these papers more for the class and quality of their circulation than for the mere number of copies printed. Among the old chemists gold was symbolically represented by the sign ☉.—Webster's Dictionary.

Out of a grand total of 25,265 publications listed in the 1904 issue of Rowell's American Newspaper Directory, one hundred and nine are distinguished from all the others by the so-called gold marks (☉☉), the meaning of which is explained above.

Announcements under this classification, from publications having the gold marks in the Directory, cost 30 cents per line per week, two lines (the smallest advertisement accepted) cost \$30.80 for a full year, 10 per cent discount, or \$18.72 per year spot cash, if paid wholly in advance.

WASHINGTON, D. C.

THE EVENING STAR (☉☉). Washington, D. C. Reaches 90% of the Washington homes.

ILLINOIS.

TRIBUNE (☉☉). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

BAKERS' HELPER, (☉☉). Chicago, only "Gold Mark" baking journal. Oldest, largest, best known. Subscribers in every State and Territory.

MASSACHUSETTS.

BOSTON PILOT (☉☉), every Saturday. Roman Catholic. Patrick M. Donahoe, manager.

BOSTON EVENING TRANSCRIPT (☉☉), established 1830. The only gold mark daily in Boston.

MICHIGAN.

Grand Rapids. Furniture Record (☉☉). Only national paper in its field.

MINNESOTA.

THE NORTHWESTERN MILLER (☉☉). Minneapolis, Minn.; \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (☉☉).

NEW YORK.

THE POST EXPRESS (☉☉). Rochester, N. Y. Best advertising medium in this section.

ENGINEERING NEWS (☉☉).—Most reliable and ably edited.—Times. Chattanooga, Tenn.

VOGUE (☉☉), the authority on fashions. Ten cents a copy; \$4 a year. 364 5th Ave., New York.

HARDWARE DEALERS' MAGAZINE.

In 1904, average issue, 17,500 (☉☉).
D. T. MALLETT, Pub., 203 Broadway, N. Y.

NEW YORK HERALD (☉☉). Whoever mentions America's leading newspapers mentions the New York HERALD first.

THE NEW YORK TIMES (☉☉). Times Square. "All the news that's fit to print." Net circulation in metropolitan district exceeding 100,000 copies daily.

ELECTRICAL WORLD AND ENGINEER (☉☉), established 1874; covers foreign and domestic electrical purchasers; largest weekly circulation.

BUFFALO COMMERCIAL (☉☉). Desirable because it always produces satisfactory results.

CENTURY MAGAZINE (☉☉). There are a few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

NEW YORK TRIBUNE (☉☉), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

OHIO.

CINCINNATI ENQUIRER (☉☉). Great-influential—of world-wide fame. Best advertising medium in prosperous Middle West. Rates and information supplied by Beckwith, N. Y.—Chicago.

PENNSYLVANIA.

THE PITTSBURG DISPATCH (☉☉), a home delivered circulation among those of all classes with money to buy.

THE PUBLIC LEDGER (©©), the only newspaper admitted into thousands of Philadelphia homes. "Philadelphia's landmarks: Independence Hall and Public Ledger." Circulation growing faster than for 50 years; leader in Financial, Educational, Book, Real Estate, Auction, and all other classified advertising that counts.

SOUTH CAROLINA.

THE STATE (©©), Columbia, S. C., reaches every part of South Carolina.

VIRGINIA.

NORFOLK LANDMARK (©©) the recognized medium in its territory for investors and buyers. Holds certificate from the Association of American Advertisers of bona fide circulation. If you are interested, ask to see voluntary letters from advertisers who have gotten splendid results from LANDMARK.

WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (©©), one of the Golden Dosem Newspapers.

CANADA.

THE HALIFAX HERALD (©©) and the EVENING MAIL. Circulation exceeds 16,000, flat rate.

THE TORONTO GLOBE (©©)

2% larger circulation than any other morning paper in Canada. U. S. representatives, BRIGHT & VEREE, Tribune Bldg., N. Y.

WHAT'S THE MATTER WITH THE HEARST NEWSPAPERS?

We publish a newspaper in New York—it has by a good many hundred thousand the largest circulation in New York.

We publish a newspaper in Boston, and, although but recently established, it has the largest circulation of any newspaper in Boston.

Our Chicago newspaper has the largest circulation in Chicago, our San Francisco newspaper has the largest circulation in San Francisco, and the same is true of our newspaper published in Los Angeles.

Our German newspaper, *Das Morgen Journal*, published in New York City, has a larger circulation than any German newspaper published in the United States.

In New York, the *Evening World* has—according to its sworn affidavit, published in PRINTERS' INK—379,735 circulation, or one-half the circulation of the *Evening Journal*.—*New York Evening Journal*, April 12, 1905.

The circulation of the *World* is the average issue for a year. It is based on a statement that actually means something. The *Journal* of April 11 purports to show an average issue for the month of March, 1905, of 725,558—not exactly copies; but press revolutions. No one supposes that anybody connected with the *Journal*, knows or could make a very good guess, as to the number of complete and perfect copies of that paper that are printed from day to day; and it is supposed by some, that if copies not sold were eliminated from copies printed, the net number actually

paid for would be less than the average output of the *World*, which are known to correspond with cash receipts.

The *Journal's* March statement of press revolutions gives 769,100 for the first day, and 704,300 for the thirty-first. When PRINTERS' INK's attention was directed to the same matter, one year ago, the *Evening Journal* then claimed to issue between one and two hundred thousand copies more than it claims to-day. The editor of Rowell's American Newspaper Directory says he is never able to get any definite data about the real issues of any of Mr. Hearst's papers except the San Francisco *Examiner*. Everybody knows that the Boston enterprise is a failure. The advertisers of Chicago seem to have the same impression about the paper issued there. Possibly the Los Angeles venture is the flattest of the lot, and now the New York giant finds something to brag about that its present issue, counted by press revolutions, does not fall much more than 125,000 copies below the record of last year.

BE HONEST AND TALK HONESTLY.

Don't use statements in your advertisement that indicate false representation of goods or prices. The people can detect a falsehood in an advertisement with more accuracy than the advertiser who placed them there. He may have fooled himself when he put it into his ad, but he can't fool the people. They are as good judges of human nature as he is, and the man who thinks he can succeed by fooling the people makes a mistake when he allows his ads to convey that intention.

The public cares more for honesty in the statements of a store than it does for price and goods, and if you can convince a man that he is getting a square deal he will give you his trade, regardless of how competitors cry "cut prices" at him.—*News-Dispatch*, Leadville, Colo.

THE concluding folder in a series sent to many thousands of electrical supply dealers and users of incandescent lamps is an effective "clincher" of previous arguments, designed to draw a direct inquiry. From the Buckeye Electric Co., Cleveland.

"ADVERTISING DON'TS" is a booklet of advertising advice from the Lelan Company, St. Louis. It is, for the most part, commonplace and general advice, with no direct bearing on the agency's own service.

THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading, from papers of the requisite grade and class, cost twenty cents per line per week. Under a YEARLY contract, two lines (the smallest advertisement accepted) cost \$20.80 for a full year, ten per cent discount, or \$18.72 spot cash, if paid wholly in advance.

CALIFORNIA.

THE TIMES prints more "Want" and other classified advertisements than the other five newspapers in Los Angeles combined. It is the medium for the exchange of commercial intelligence throughout the whole Southwest. *Rate*—ONE CENT A WORD FOR EACH INSERTION; minimum charge 25 cents. Sworn daily average for year 1904, 37,702 copies. Sunday circulation regularly exceeds 61,000 copies.

COLORADO.

THE Denver Post, Sunday edition, April 9, 1905, contained 7,600 different classified ads, a total of 1435 columns. The Post is the big want medium of the Rocky Mountain region. The rate for Want advertising in the Post is 5c. per line each insertion, seven words to the line.

CONNECTICUT.

MERIDEN, Conn., RECORD covers field of 50,000 population; working people are skilled mechanics. Classified rate, cent a word a day, five cents a word a week. "Agents Wanted," etc., half cent a word a day.

DELAWARE.

WILMINGTON people use the **EVENING JOURNAL** for "Want ads." Foreign advertisers can safely follow the home example.

IN Delaware the only daily paper that guarantees circulation is "Every Evening." It carries more classified advertising than all the other Wilmington papers combined.

DISTRICT OF COLUMBIA.

THE Washington, D. C., **EVENING STAR** (☉) carries DOUBLE the number of WANT ADS of any other paper in Washington and more than all of the other papers combined. MAKE COMPARISON ANY DAY.

ILLINOIS.

PEORIA (Ill.) **JOURNAL** reaches over 13,000 of the prosperous people of Central Illinois. Rate, one cent per word each issue.

THE CHICAGO DAILY NEWS is the city's "want ad" directory and one of the greatest "want-ad" mediums of the country. It has no Sunday issue, but is published every evening except Sundays and holidays. During the year 1904 the paper was issued 310 days; during that time it published 11,095 columns of classified advertising, consisting of 628,538 individual advertisements; of this number, 301,666 were transmitted to the DAILY NEWS office by telephone. Eleven telephones are used exclusively for the reception of such ads from nearly 600 drug store agencies and from thousands of individual customers throughout Chicago and its adjoining territory. These advertisements are, for the convenience of the readers, carefully classified under 190 different classification headings. No free "want-ads" are published. The DAILY NEWS rigidly excludes all objectionable advertising. The value of the classified columns of the DAILY NEWS to the advertisers is shown by the very rapid growth of this kind of advertising in the paper. During the year 1903 it increased 133 columns over 1902, notwithstanding an increase in advertising rate; in 1904 it increases 314 columns over 1903, or an average of a column a day.

"Nearly everybody who reads the English language in, around or about Chicago reads the DAILY NEWS," says the *Post-office Review*.

INDIANA.

THE Indianapolis News during the year 1904 printed 155,307 more classified advertisements than all other dailies of Indianapolis combined, printing a total of 273,730 separate paid Want ads during that time.

THE Muncie STAR is the recognized Want ad medium of Muncie. It prints four times as much classified advertising daily as all other Muncie dailies combined.

THE MARION LEADER is recognized as the best result getter for want ads.

THE Star League, composed of Indianapolis STAR, Muncie STAR and Terre Haute STAR; general offices, Indianapolis. Rate in each, one cent per word; combined rate, two cents per word.

THE Terre Haute STAR carries more Want ads than any other Terre Haute paper. Rate, one cent per word.

THE Indianapolis STAR is the Want ad medium of Indianapolis. It printed during the year of 1904 591,313 lines of Want ads. During the month of December the STAR printed 17,359 lines of classified financial advertising. This is 4,275 lines more than published by any other Indianapolis newspaper for the same period. The *News* in December, 1904, printed 13,609 lines; the *Sentinel* 4,516 lines, and the *Sun* 2,630 lines. The Indianapolis STAR accepts no classified advertising free. The rate is one cent per word.

IOWA.

THE Des Moines CAPITAL guarantees the largest circulation in the city of Des Moines of any daily newspaper. It is the want ad medium of Iowa. Rate, one cent a word. By the month, \$1 per line. It is published six evenings a week, Saturday the big day.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

25 CENTS for 30 words, 5 days. DAILY ENTERPRISE, Brockton, Mass., carries solid page Want ads. Circulation exceeds 10,000.

THE BOSTON EVENING TRANSCRIPT is the great resort guide for New Englanders. They expect to find all good places listed in its advertising columns.

THE BOSTON TRAVELER publishes more Want advertising than any other exclusively evening paper in its field, and every advertisement is paid for at the established rates.

BOSTON GLOBE, daily and Sunday, in 1904, carried 141,353 more "want" ads than any other Boston paper. It printed a total of 417,255 classified advertisements, and every one of them was paid for at the regular card rate, and there were no trades, deals or discounts.

MICHIGAN.

SAGINAW COURIER-HERALD (daily), only Sunday paper; result getter; circulation in excess of 11,000. c. word: 1/2c. subsequent.

MINNESOTA.

THE Minneapolis JOURNAL carried over fifty six per cent more Want ads during February, 1906, than any other Minneapolis daily. No free Wants and no objectionable Wants. Circulation 1903, 67,030; 1904, 64,333; January, 1905, 67,508; February, 1906, 67,363.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis and has been for many years. It is the oldest Minneapolis daily and has over 82,000 subscribers, which is 25,000 each day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis, by many thousands, than any other evening paper. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day), no free ads; price covers both morning and evening issues. No other Minneapolis daily carries anywhere near the number of paid Want advertisements or the amount in volume.

THE ST. PAUL DISPATCH is the leading "Want" medium in the Northwest, read and relied upon by everybody in its city and territory; more paid circulation than the other St. Paul dailies combined; brings replies at smallest cost. Circulation 1901-58,036; now 59,501.

MISSOURI.

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

THE Kansas City JOURNAL (every morning including Sunday), one of the recognized Want ad mediums of the United States; 21 to 35 columns paid Wants Sunday; 7 to 10 columns daily. Rate, 1 cent a word.

MONTANA.

THE Anaconda STANDARD is Montana's great "Want Ad" medium; 1c. a word. Average circulation (1901), 11,359; Sunday, 13,756.

NEBRASKA.

LINCOLN JOURNAL AND NEWS, combined circulation over 37,000. Cent a word.

THE Lincoln DAILY STAR, the best "Want Ad" medium at Nebraska's capital. Guaranteed circulation exceeds 16,000 daily. Rates, 1 cent per word. Sunday Want ads receive extra insertion in Saturday afternoon edition if copy is received in time. **DAILY STAR**, Lincoln, Neb.

NEW JERSEY.

NEWARK, N. J. FREE ZEITUNG (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

ELIZABETH DAILY JOURNAL covers population of 95,000. Largest circulation. Brings results. Only "Want" medium. Cent a word.

NEW YORK.

THE Post-Express is the best afternoon Want ad-medium in Rochester.

ALBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

DAILY ARGUS, Mount Vernon, N. Y. Greatest Want ad medium in Westchester County.

IN Binghamton the **LEADER** carries largest patronage; hence pays best. **BECKWITH**, N. Y.

BUFFALO NEWS with over 87,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

THE TIMES-UNION, of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 30 cents a line per issue flat; six words to a line. Sample copies, ten cents.

OHIO.

IN Zanesville the **Times-Recorder** prints twice as many Want Ads as all the other papers.

THE Zanesville SIGNAL reaches 64 towns in S. E. Ohio, also 68 rural routes; 7/16c. a word net.

YOUNGSTOWN Vindicator—Leading "Want" medium. 1c. per word. Largest circulation.

THE MASSFIELD NEWS publishes daily more Want ads than any other 30,000 population newspaper; 20 words or less 3 consecutive times or less, 25c.; one cent per each additional word.

OKLAHOMA.

THE OKLAHOMAN, Okla. City, 9,401. Publishes more Wants than any four Okla. competitors.

PENNSYLVANIA.

WILKES-BARRE (Pa.) TIMES. Circulation over 11,000 daily. Classified rate, 5 cents a line.

THE Chester, Pa. TIMES carries from two to five times more classified ads than any other paper.

PHILADELPHIA:
THE BULLETIN.

Net paid daily average circulation for March:

225,278 copies per day.

"In Philadelphia nearly everybody reads 'The Bulletin.'"
(See Roll of Honor.)

60,000 Homes

owned by prosperous Germans in Philadelphia are reached daily by

The German
Daily Gazette

Net average for 1904:

49,083 COPIES PER DAY.

SOUTH CAROLINA.

THE Columbia STATE (☉) carries more Want ads than any other S. C. newspaper.

VERMONT.

THE Burlington DAILY NEWS is the popular paper and the Want medium of the city. Reaches twice as many people as any other and carries more Want ads. Absolutely necessary to any advertiser in Burlington territory.

VIRGINIA.

THE NEWS LEADER, published every afternoon except Sunday, Richmond, Va. Largest circulation by long odds (28,575 aver. 1 year) and the recognized want advertisement medium in Virginia. Classified advts., one cent a word per insertion, cash in advance; no advertisement counted as less than 25 words; no display.

WISCONSIN.

NO paper of its class carries as many Want ads as the **EVENING TELEGRAM**, of Superior, Wisconsin.

JANESVILLE GAZETTE, daily and weekly, reaches 6,500 subscribers in the million dollar Wisconsin tobacco belt, the richest section of the Northwest. Rates: Want Ads—daily, 3 lines 3 times, 25c.; weekly, 5c. line. Big results from little talk.

CANADA.

THE Halifax Herald (☉) and the **Mail—Nova Scotia's** recognized Want ad mediums.

LA PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 85,500, Saturday, 105,000.) Carries more want ads than any French newspaper in the world.

THE DAILY TELEGRAPH, St. John, N. B., is the largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

THE Toronto DAILY STAR is necessary to any advertiser who wants to cover the Toronto field. Carries more general advertising than any other Toronto paper. Sworn daily average circulation, March, 1906, 39,021.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. The **FAMILY HERALD** and **WEEKLY STAR** carries more Want advertisements than any other weekly paper in Canada.

PRINCE EDWARD ISLAND, Garden Province of Canada. Smallest but most thickly populated. The **EXAMINER** is its leading want medium. Forty words or less, 10 cents one time, 35 cents three times. Charlottetown, Canada.

A PARTICULAR feature of the Toronto **EVENING TELEGRAPH**'s classified advertisements is that they are all true to their headings; there are no fake, improper or doubtful advertisements accepted. This gives the public perfect confidence in them, and next to the large circulation is perhaps the greatest reason why they bring such splendid results to the advertisers.

THE Winnipeg FREE PRESS carries more "Want" advertisements than any other daily paper in Canada and more advertisements of this nature than are contained in all the other daily papers published in the Canadian Northwest combined. Moreover, the **FREE PRESS** carries a larger volume of general advertising than any other daily paper in the Dominion.

BRITISH COLUMBIA.

THE Victoria COLONIST covers the entire province of British Columbia (branch office in Vancouver). More "WANT" ads appear in the Sunday **COLONIST** than in any other paper west of Winnipeg. One cent a word each issue. Sample copies free.

THE GUARANTY STAR



WOULD MAKE THE "LEADER"
UNIQUE.

NO PAPER SOUTH OF THE OHIO RIVER
HAS IT.

Established 1888.
LEXINGTON "LEADER."
Afternoon and Sunday.
LEXINGTON, KY., April 8, 1905.

Editor of PRINTERS' INK:

The *Leader* has for a great many years sent to Rowell's American Newspaper Directory, upon blanks supplied by the compilers, a detailed report of its circulation for every day in the year, signed and vouched for by the proprietor, and the average issues of the several editions of the *Leader* shown by this statement have been accepted and placed in the Directory as properly authenticated circulation ratings. In the columns of the *Leader* we have published monthly and annually complete statements, attested by the proprietor, the advertising manager, the circulation manager and the chief pressman. The same detailed report we annually filed with Rowell's American Newspaper Directory was sent to such other directories as took enough interest in truthful circulation ratings to send out blank forms, and whenever

it was requested the statement was verified by the affidavit of the proprietor.

We are such firm believers in Rowell's American Newspaper Directory, and have such faith in the absolute fairness of its editors, and such admiration for their zeal and continuity of purpose in holding to a fixed standard of circulation rating, that we have accepted its form of statement as the standard. We have always attached significance to the fact that its blanks made no provision for affidavits; indeed we have a distinct recollection of having read at some time a statement by the editors, or by PRINTERS' INK, that affidavits were not desired and added no weight to properly prepared and signed circulation reports. If we are mistaken upon this point, and if the affidavit of the proprietor of the *Leader* will entitle its circulation statement to a higher degree of credibility in Rowell's American Newspaper Directory than an assurance of personal knowledge of its truthfulness over his signature, we should be pleased to comply in the future with the views of the compilers.

We hope to see the day when all publishers will stand upon exactly the same footing in the newspaper directories of the country, many of which are now *mis-directories* in the matter of circulation ratings, and we are ready to conform to any standard or comply with any regulation looking to the elimination of padded or fake reports. If swearing will help to bring about a circulation millennium in newspaperdom we are willing to swear on the slightest provocation.

Thanking PRINTERS' INK, or the editors of Rowell's American Newspaper Directory if this letter should be referred to them, for an elucidation of the relative values placed upon sworn and unsworn circulation statements, we are,

Yours very truly,

LEXINGTON "LEADER,"

Sam. J. Roberts, Proprietor.

The Directory editor has no special objection to affidavits, but they are not thought to add any weight to a statement filled out in detail, properly dated and signed by someone having authority to possess and give out the information. To issue a false affidavit, verifying a false circulation statement, is not an act that is punishable as perjury; and on that account, dishonest men who are willing to put signatures to an untruth, are commonly more anxious than unwilling to bolster up the fraud with an affidavit that they know is of no more account in law than a piece of white paper.

THE 1905 seed catalogue of W. At'ee Burpee & Co., Philadelphia, marks the twenty-ninth year of this house, and is a handsomely made book of 180 pages, convenient in size and of light mailing weight. The Burpee seeds took the only grand prize at St. Louis.

Wise Publishers Cultivate the

"Confidence—the Keynote of Success"

NOWADAYS big advertisers are apt to judge newspapers by this is just as true of the small daily in a town of 1,000 as enough. The paper which really "gets next" to the home the greatest good, and the little wants are true indications

The small dailies—with circulations ranging upward from 3,500 to 10,000—offer great opportunities. All things considered, the proportion of small dailies which advertise is woefully low. And it's the first paper that starts in. Of course, the country daily has one advantage over the big city paper—its exceptionally strong point in building up a classified business—the emphasis on every occasion.

At the best, classified business is hard enough to secure and constant hammering is pretty apt to swing the business into a rut. Every household has wants galore—now and then a servant or so for sale or exchange. And besides these very effective foundations—farms, real estate, etc.—others can gradually build up the others—real estate for rent or for sale, farm machinery for sale and exchange, etc.

There are various ways of building up the business. One is to get an entire list of subscribers. This literature could profitably be sent out to become subscribers. Small display advertisements and readers, that if a paper's own readers will use its classified columns, it will build up the business.

Every local exchange should be gone over regularly and every advertisement enclosed with this should be coin cards and returned to the cash—back to the office. Then the real estate and business big city should be watched and advertisements solicited. Inducement in rates should be made—say seven insertions for the price of five.

A valuable bit of literature—one that appeals more particularly to the field covered. The real estate men should be told the merits of the paper and years will be required to build this foreign business into good shape.

The principal thing is to attract constant attention to the paper itself and by suitable literature are the best ways—advertisements fresh. Running old advertisements over and over again is most unwise. Newness and change. Once the home people use the paper's classifieds very nearly of their own accord. One more thing is well to remember—no fake advertisements of any description are allowed.

Confidence is the keynote of success in classified advertising.

The above article was written for Printers' Ink by Mr. L. B. Smith, advertising department of the Philadelphia Press. It is worthy of study and should be read by every advertiser who strives to build up or increase their want-ad business. It is one of the WANT-AD MEDIUMS on the preceding pages of Printers' Ink, and also one of the most effective and economical want-ad mediums where to look for the best want-ad mediums in America. At the requisite grade and class, cost twenty cents per line per week (smallest advertisement accepted) cost \$20.80 less ten per cent in advance. Address

CHAS. J. ZINBEG

The PRINTERS' INK PUBLISHING COMPANY,

e the WANT Advertisements.

of Success in Classified Advertising."

newspapers by the amount of classified business they carry, and own of 3,000 as in the big city. The reason for this is simple "text" to the home folks is the one that does the general advertiser true indications of the home value of the country paper.

ward from 3,500—are mostly not taking advantage of their oppor- all dates, which are getting as much as they should in classified that starts in any one locality that is going to have the business. er the big city paper—it has more individuality. This is an business—the home value of the paper can be advantageously

to secure and takes long, persistent, painstaking effort. Con- cess into line—and the ultimate results are the ones to be attained. servan or something lost, or possibly something wanted for foundations—for the paper that gives results in these classifi- te for rent or for sale, financial, business opportunities, poultry,

ness. One is to circularize, with letters and mailing cards, the itably sent, also, to the people to whom you occasionally appeal ts and readers, changed each day, can be utilized, for it is a truism columns will have plenty of business.

ularly and every possible advertisement solicited by suitable liter- return envelopes. The idea is to make it easy to get the order— ate and business opportunity columns of the papers of the nearest ited. I will take time to build this business up, and some special rtions for the price of five, or something of that sort.

more particularly to foreign advertisers—is a little map showing d the merits of the country in an agricultural way. Two or three into good shape—but it will pay its own way almost from the start. tion to the paper's classified columns. Publicity through the days—a really the quickest. But all of this advertising must be gain is almost fatal, for the very life of the classified column is he paper's classified columns, the foreign advertisers will come, is well to remember—that the columns be kept "clean" and that ed advertising.

k by Mr. Irvin F. Pashall, manager of the classified adver- is worthy of the careful attention of those publishers who ss. In this connection attention is invited to the department pages. It is one of the interesting features of *Printers' nomical* ways TO REMIND the advertisers of this country merica. Advertisements under this heading, from papers of er line per week. Under a YEARLY contract, two lines (the ten per cent discount, or \$18.72 spot cash, if paid wholly

ZING, Manager,

10 Spruce Street (up-stairs), NEW YORK.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING COMPANY, Publishers.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months, in advance. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES.

Advertisements: 30 cents a line, pearl measure, 15 lines to the inch (\$3); 200 lines to the page (\$40). For specified position selected by the advertiser, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines: smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

Advertisers to the amount of \$10 are entitled to a free subscription for one year, if demanded.

CHARLES J. ZINGG,
Editor and Manager.

OFFICES: NO. 10 SPRUCE ST.
London Agent, F. W. SEARS, 50-52 Ludgate Hill, E.C.

NEW YORK, APRIL 19, 1905.

PRINTERS' INK is absolutely an independent journal, connected in no way whatever with any advertising agency, selling its advertising space only for cash, and standing entirely upon its merits as a news medium for advertisers and an educative force in the advertising field.

MURELLE'S PRINTING OFFICE, Sayre, Pa., want to get into communication with firms that make bags for newspaper carriers.

THERE are nine States in the American Union that have a population smaller than the number representing the increase of New York City during the last decade.

THE *Herald* at Decatur, Ill., has recently secured the services of Everett A. Holman as manager of advertising. Mr. Holman, lately of the *Herald-Transcript*, Peoria, Ill., was for several years on the advertising staff of the *Chicago Tribune*.

MR. HARRINGTON FITZGERALD, managing editor of the Philadelphia *Evening Item* asserts that the *Item* single-handed killed the proposed patent medicine bill introduced in the legislature of Pennsylvania.

I BEG to say that PRINTERS' INK has been received regularly by me. I am very glad to have it and read with interest the various numbers as they are issued.—Geo. B. Cortelyou, Postmaster General, Washington, April 6, 1905.

"SHORELANDS on the Sound" is the title of a handsome pamphlet, advertising summer residence property near Bridgeport, Conn. The attractive features of the property are well described and pictured. The pamphlet is issued by A. C. Orndorff, manager of the Shorelands Syndicate, Bridgeport and bears the imprint of the Marigold-Foster Printing Co. of the same town.

A PAMPHLET intended to interest milk dealers illustrates and describes the Cunningham Brushing System for Cleansing Milk Bottles. The chocolate colored cover with three milk bottles—half pint, pint and quart sizes—embossed on it in white is effective. The pamphlet was designed by P. K. Frowert for the Cunningham Machinery Manufacturing Co., of Philadelphia.

A LIVE TOWN.

PADUCAH, Kentucky, has a Commercial Men's Club of over 600 members organized for the purpose of attracting new settlers and business men to Paducah. The Club recently had a parade in which all the members of the municipal government and the leading business houses participated and at the conclusion speeches were made by prominent citizens urging all to lend a hand in advertising the town. Mr. Edwin J. Paxton, manager of the Paducah *Evening Sun*, writes PRINTERS' INK that the Knocker has now been buried and the Booster is on top.

QUITE the best thing of its kind that has come to the table of PRINTERS' INK recently is the catalogue put out by the National Cash Register Company of Dayton, Ohio, advertising Register No. 400. An admirable piece of work.

NOTICE OF REMOVAL.

The Chicago office of the Lewis Publishing Co., publishers of the *Woman's Magazine* and the *Woman's Farm Journal*, has been removed from the Hartford Building, where it was located for years, to the 17th floor of the First National Bank Building.

THE *Bulletin* of Norwich, Conn., issues a little thumb-nail pamphlet telling about the *Bulletin* and its circulation. It is stated that a six weeks' house-to-house canvass demonstrated the fact that three-fourths of the families in Norwich read the *Bulletin*. The *Bulletin's* average daily circulation for 1904 was 5,350 copies.

MR. DANIEL M. LORD.

Mr. Daniel M. Lord, formerly senior partner of Lord & Thomas, advertising agents of Chicago, now retired, was a most welcome visitor at the sanctum of the Little Schoolmaster last week. Mr. Lord added to his reputation for rare good judgment about two years ago when he declared that "as a matter of plain truth there is only one newspaper directory—Rowell's, the Webster's Dictionary for advertising—the integrity of which no fair-minded man ever questioned, be he publisher or advertiser." Among the many interesting and remarkable things which Mr. Lord said at the occasion of his visit was the statement that during the three years preceding his retirement from his advertising agency, the latter did a total business of seven million dollars, and the losses on this total sum did not amount to as much as one thirteenth of one per cent. No wonder Chicago banks and trust companies offer Mr. Lord presidency's and vice-presidency's for their institutions.

The Only One.

Rowell's American Newspaper Directory is the *only* newspaper directory in the world, that is not issued by an advertising agency.

It is the *only* directory in the world which accepts advertising patronage on a cash basis *only*—and the *only* one which is sold for a cash price *only*.

Rowell's American Newspaper Directory is the *only* directory which has no favors to bestow and the *only* directory which accords newspaper ratings independently, and is therefore the *only* directory which advertisers consult for the sake of the information it conveys.

In merit, service and reliability, Rowell's American Newspaper Directory is the *only* directory which is on a par with the mercantile directories of Dun or Bradstreet.

It is the *only* directory which is considered the standard work of its kind, directing the expenditures of millions of dollars of American advertising.

The 1905 issue—37th year—ready about May 20th. Price, \$10 net cash. Sent carriage paid upon receipt of price. Address
PRINTERS' INK PUBLISHING CO.,
10 Spruce St. (up stairs), New York.

AN association of advertising men known as the Ad Club has been organized at Peoria, Illinois. At a banquet recently given forty members and nearly twice that number of guests were present. F. W. A. Vesper is president of the club; R. F. Walker, treasurer, and H. M. Powell, advertising manager of the Peoria *Star*, secretary.

DURING March, 1905, 21,763 inches of display were carried and 8,774 ads were run in the classified want columns of the Des Moines *Capital*. This is the largest amount of advertising carried by any Des Moines newspaper in the month of March. Notwithstanding that the *Capital* has but six issues a week, more advertising was carried than its competitors had in seven, counting the Sunday issues.

PHILIPPINE NEWSPAPERS.

The results of the census of the Philippine Islands have been made public by the Census Bureau. The principal object was to secure statistics of population and a general knowledge of social conditions as a basis for the establishment of a Philippine Legislature. It shows that in 1902 there were forty-one newspapers published in the islands, twelve being in English, twenty-four in Spanish, four in native dialects and one in Chinese. Of the total number twenty were dailies, and the total circulation of all publications was 68,236.

THE Agate Club of Chicago held its annual banquet at the Auditorium Hotel on April 6th. Among the speakers were: Walter H. Page, editor of *World's Work*; Albion W. Small, Head of the Department of Sociology, University of Chicago; James H. Eckels, President Commercial National Bank, Chicago; George R. Peck, General Council, Chicago, Milwaukee & St. Paul Railway Co.; P. S. Eustis, passenger traffic manager, Chicago, Burlington & Quincy Railway; and H. G. Ashbrook, advertising and sales manager Glidden Varnish Co., Cleveland, manufacturers of Jap-a-Lac.

The 1905 Issue.

Our country's greatness, its continual development, business opportunities, commercial fields, wealth and growth are so large that it is rather difficult to fully comprehend it.

Rowell's American Newspaper Directory will assist advertisers to estimate and classify the country by sections. The Directory gives facts, figures and information which make the preparation of an advertising campaign easier and more economical than could be done without its assistance.

The 1905 issue—37th year—ready about
May 20. Price \$10.00.

THE PRESS OF PORTO RICO AND THE PHILIPPINES.

From the records of the War Department, Bureau of Insular Affairs, Washington, D. C., the following list of papers published in Porto Rico and the Philippine Islands has been prepared. Some of the documents from which the information here given was gleaned are several years old and it is probable that a number of the papers named are no longer published.

PORTO RICO.

SAN JUAN.

La Correspondencia, daily; *Boletín Mercantil*, daily; *La Misericordia*, daily; *El Pregonero*, daily; *El País*, daily; *San Juan News* (English), daily; *Listín Comercial*, daily; *Listín Mercantil*, daily; *Las Novedades*, weekly; *Oiga*, weekly; *El Carnaval*, weekly; *Los Dependientes*, weekly; *Eco de la Policía Insular*, weekly.

PONCE.

La Vanguardia, daily; *La Opinión*, daily; *El Diario de Ponce*, daily; *The News* (English), daily; *La Información*, five times a week; *La Justicia*, three times a week; *Siglo XX*, weekly; *El Ideal Católico*, weekly; *Juventud Alegre*, weekly; *El Palenque*, semi-monthly.

MAYAGUEZ.

La Bandera Americana, daily; *La Bruja*, daily; *El Iris de País*, weekly; *La France*, weekly; *La Educación Moderna*, weekly.

YAUCO.

El Eco Porto Riqueno, weekly; *El Grano de Arena*, semi-monthly.

AGUADILLA.

El Criollo, weekly.

FAJARDO.

El Clamor de Oriente, semi-monthly.

HUMACAO.

El Clarín, semi-monthly.

MANATI.

La Chispa, weekly.

CAGUAS.

La Democracia, weekly.

SAN GERMAN.

El Eco de las Lomas, semi-monthly.

PHILIPPINE ISLANDS.

MANILA.

El Comercio, daily; *La Fraternidad*, daily; *Libertas*, daily; *El Mercantil*, daily; *La Democracia*, daily; *El Progreso*, daily; *El Noticiero de Manila*, daily; *El Renacimiento*, daily; *La Obreras*, daily; *Wah Poh* (Chinese), daily; *El Grito de Pueblo*, daily; *El Diario de Filipinos*, daily; *Manila American* (English), daily; *Manila Freedom* (English), daily; *Manila Times* (English), daily; *Daily Bulletin* (English), daily; *Manila Cable-News* (English), daily; *Sunday Sun* (English), weekly; *Manila Critic* (English), weekly; *Riley's Guide* (English), monthly.

CEBU.

El Boletín de Cebu, *La Justicia*, *El Nuevo Día*.

ILOILO.

El Porvenir Bisayas, *El Eco de Panay*, *El Pueblo*.

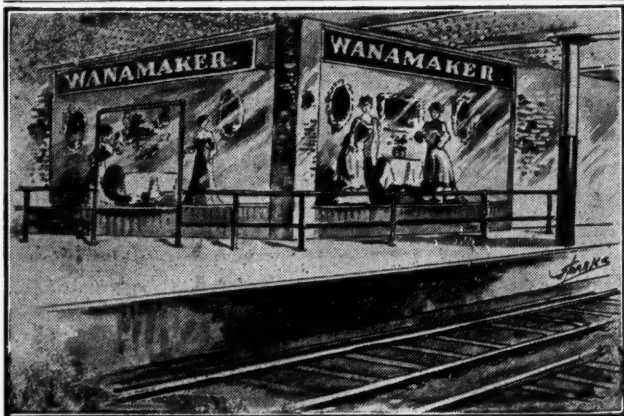
BACOLOD.

La Libertad.

CHAS. L. BENJAMIN.

A SOUVENIR for local circulation, issued by the *Journal*, Sioux City, Iowa, contains a number of rare views of that place in early days, and is backed by a sheet of stereotype matrix, making a document of real interest to persons unacquainted with the manufacture of newspapers.

A BOOKLET describing the Hypophosphine treatment for drug and alcohol addictions, from Dr. W. A. Gray, Colorado Springs, Colo., is neat in make-up and convincing in tone, the arguments being dignified and based on logic.



THE WANAMAKER WINDOW DISPLAY IN THE SUBWAY.

THE PROVINCIAL PRESS OF CUBA.

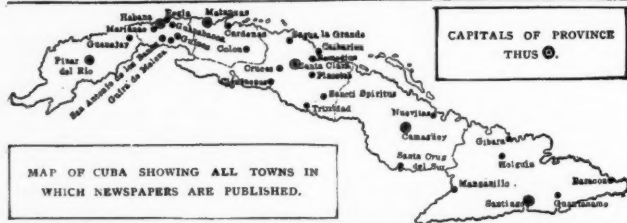
Not until 1899, when the American intervention in Cuba began, was the custom of requiring newspapers to be registered at the postoffice as second-class matter established in the Island. Since that time reliable data concerning the number of papers published has been obtainable. I am indebted to Mr. Manolo Fresneda, chief clerk of the Department of Posts of Cuba, for the following statement showing the number of periodicals entered as second-class matter during the past six years:

1899, 180; 1900, 254; 1901, 117; 1902, 105; 1903, 114; 1904, 120; Total, 890.

If we deduct from this total of 890 the 180 papers entered the first year—nearly all of which were old established papers—we find that 710 papers have been started during the period covered by the figures, yet the total number of papers published in Cuba to-day exceeds by only 45 the number published six years ago. In other words for every paper that has succeeded sixteen have failed.

their editorial enterprise. None of them has any fixed rate for advertising, nor anything which even pretends to be a rate card. Contracts for advertising are made at what they call a "conventional" rate, which may be likened to the formula of an old negro "mammy" in the picturesque town of Trinidad, who used to peddle fans and lace handkerchiefs to tourists. If one was sufficiently interested in her wares to ask: "How much?" she would answer, all in one breath: "The price is a dollar and a half, the least I can accept is one dollar—what will you give?"

A calculation based on the 890 publications that have been entered as second-class matter since January, 1899, shows that *Revista* (Review) and *Eco* (Echo) are the names most frequently bestowed on publications in Cuba. *Revista* generally indicates a class journal while *Eco* (usually followed by the name of the town in which the paper is printed) is more frequently given to newspapers. Next after *El Eco* the favorite names are *La Voz* (The Voice) and titles embodying the words Independence, Republic and Democracy.



The newspapers published outside the city of Habana are, with few exceptions, a poor lot; nearly always abominably printed and sometimes not greatly exceeding a sheet of foolscap paper in size. If we omit a few of the leading provincial papers which—like *El Cubano Libre*, of Santiago—are printed in important towns and can afford to pay for telegraphic dispatches, the papers that remain are scarcely deserving the name of "newspaper." They are made up for the most part of clippings from the Habana press, a stickful of *Gacetas*, or local happenings, and a long-winded editorial on some political topic. One hundred and fifty to 250 copies is about the extent of their circulation and even the best provincial papers do not print more than 1,000 copies.

An example of the lack of enterprise shown by country papers in Cuba is well illustrated by the following incident. On January 1, 1904, the editor of *El Cubano Libre*, who was also a member of the Cuban Congress, shot and killed in Santiago the editor of a rival paper. *El Reporter*, a three-time-a-week paper published in Manzanillo, a town in the same province, with 14,000 population and with telegraphic communication with Santiago, published the news just eight days later, having received an account of the occurrence by the weekly steamer.

The business management of these country papers is about on a par with

Among newspaper titles in Cuba that are similar to those of the United States the favorites are *The Bulletin* (*El Boletín*), *The Tribune* (*La Tribuna*), and *The Post* (*El Correo*). Titles such as *The Star* (*La Estrella*), *The Times* (*El Tiempo*), and *The Advertiser* (*El Anunciador*)—favorite titles in the United States—are rarely used in Cuba. There is but one *World* (*El Mundo* of Habana) and no *Sun* at all.

Among curious titles the following may be cited. *The Deluge* (*El Deluvio*), *The Sea-Cow* (*El Manatí*), *The Fool* (*El Bobo*), *The Wild Indian* (*El Indio Bravo*), and *The Bitter Peel* (*La Cascara Amarga*). It is worthy of note that none of these papers with freak titles long survived.

Within the past year, as a result of the merging of the many political groups that formerly existed into two great parties, the words *Moderado* and *Liberal* have become favorite titles. *Moderado* (Moderate) signifying the conservative party, which is at present in power, and *Liberal* the radicals who are opposed to the government of President Estrada Palma. In a general way it may be said that the *Moderados* wish for close commercial relations with the United States and favor (or are at least reconciled to) the Platt Amendment; while the *Liberales* are pledged to labor for the repeal of the Platt Amendment and have certain impracticable notions regarding the immediate

need of an army and navy, although it is perfectly plain to those who do not share their views that what the country needs most are roads and school houses. In short, the *Moderados* may be described as the party of common sense and the *Liberales* as the party of dreamers.

In the list of papers which follows an "M" after the name of a paper signifies that it supports the programme of the Moderate or conservative party; while an "L" indicates that the paper so marked inclines to the Liberal or radical party. Papers marked with an "I" claim to be independent but, in most cases, papers so marked may be safely classed as Liberal papers in disguise. It may be stated as a rule (to which there are, however, a few exceptions) that the Moderate papers are more widely read in the provinces of Pinar del Rio, Habana, Matanzas and Santa Clara; while the Liberal papers lead in circulation in the two eastern provinces of Camagüey (formerly Puerto Principe) and Santiago.

PROVINCE OF PINAR DEL RIO.

GUANAJAY, pop. 6,483.

El Vigilante (M), semi-weekly.

PINAR DEL RIO, pop. 8,880.

La Fraternidad (Spanish), daily; *Unión Patriótica* (M), daily; *El Porvenir* (M), semi-weekly; *Eco Español* (Spanish), semi-weekly; *El Moderado* (M), semi-weekly; *El Debate* (L), semi-weekly; *El Vueltabajero* (L), weekly; *El Iris* (literary), weekly.

The most important and most widely circulated paper in Pinar del Rio is *El Porvenir*. *El Moderado* probably comes next and for third place the *Unión Patriótica*. The rest are of minor importance. I am informed that *El Debate* and *El Vueltabajero* frequently suspend publication for weeks at a time.

PROVINCE OF HABANA.

In previous issues of PRINTERS' INK I have described the papers published in the city of Habana. The Habana papers cover the whole province of Habana so thoroughly that there are only a few towns in this province, outside of the capital, that possess newspapers of their own. These towns and the papers published therein are as follows:

GUANABACOA, pop. 13,965.

La Villa, weekly; *La Tribuna*, weekly; *La Golondrina* (literary), semi-monthly.

GUINES, pop. 8,149.

El Guinero (L), weekly; *La Unión* (M), weekly; *El Independiente* (L), weekly; *La Verdad* (I), weekly.

GUIRA DE MELENA, pop. 5,016.

El Guireno (Spanish), weekly; *El Magisterio* (educational), weekly.

MARIANAO, pop. 5,416.

Hatuey (L), semi-weekly.

REGLA, pop. 11,363.

El Clarín (I), weekly.

SAN ANTONIO DE LOS BAÑOS, pop. 8,178.

24 de Febrero, weekly; *El Ariguanabo*, weekly.

PROVINCE OF MATANZAS.

CARDENAS, pop. 21,940.

El Popular (I), daily; *La Opinión*

(M), daily; *El Heraldo de Cardenas* (I), daily; *La Unión* (I), daily.

COLON, pop. 7,175.

El Republicano Conservador (M), weekly; *El Nacional* (L), weekly.

Of the two papers named above *El Republicano Conservador* is said to be the more important.

MATANZAS, pop. 36,374.

El Correo de Matanzas (I), daily;

El Republicano Conservador (M), daily; *El Jejen* (I), weekly.

Of the two dailies *El Republicano Conservador* has probably the larger circulation.

PROVINCE OF SANTA CLARA.

CAIBARIEN, pop. 7,013.

El Clarín (I), three times a week.

CIENFUEGOS, pop. 30,038.

La Correspondencia (Spanish), daily; *El Imparcial* (Spanish) daily; *La Republica* (M), daily; *El Diario Cubano* (L), daily; *El Nacional* (L), daily; *La Opinión* (M), daily; *El Comercio* (I), daily; *El Moderado* (M), daily; *La Situación* (L), weekly; *Cienfuegos Elegante* (literary), weekly; *La Ilustración de la Infancia* (educational), weekly.

La Correspondencia is the paper of largest circulation in Cienfuegos. It is a commercial rather than a political paper. After *La Correspondencia* the most important daily is probably *La Republica*.

CRUCES, pop. 4,173.

La Opinión (M), 2 times a week.

PLACETAS, pop. 5,409.

La Solución (I), 2 times a week; *El Horizonte* (M), weekly.

REMEDIOS, pop. 6,633.

La Razon (M), 3 times a week.

SAGUA LA GRANDE, pop. 12,728.

La Patria (M), daily; *La Protesta* (L), daily; *El Correo Español* (Spanish), daily; *El Loro* (satirical) 2 times a week; *La Unión Espiritista* (spiritualist) monthly.

Of the daily papers *La Patria* and *La Protesta* are the leaders, the first named having probably the larger circulation.

SANCTI SPIRITUS, pop. 12,696.

El Fenix (I), daily; *El Trabajo* (I), 3 times a week; *El Combate* (L), weekly; *La Fraternidad* (literary), semi-monthly; *El Ideal Masonico* (masonic), monthly.

El Combate is the best known paper of Sancti Spiritus and is probably the paper of largest circulation as well. *El Fenix* is a close second.

SANTA CLARA, pop. 13,763.

El Republicano (M), daily.

There are several other papers published in Santa Clara, particulars of which I have not been able to obtain. The one mentioned is the best known of all.

TRINIDAD, pop. 11,120.

El Telegrafo (I), daily; *El Progreso* (L), daily; *El Eco* (M), daily; *La Antorcha* (L), weekly; *La Martposa* (literary), weekly; *Lectura Dominicales* (religious), monthly.

El Telegrafo is the oldest paper in Trinidad and is believed to exceed the others in circulation.

YAGUAJAY, pop. 1,206.

El Siglo XX (M), weekly; *La Realidad* (L), weekly.

PROVINCE OF CAMAGUEY.
(Formerly Puerto Principe.)

CAMAGUEY, pop. 25,102.

Las Dos Repùblicas (L), daily; *La Voz del Pueblo* (L), daily; *El Liberal* (M), daily; *La Picota* (labor organ), daily; *El Arte* (musical), weekly.

Las Dos Repùblicas is the best of the daily papers published in Camaguey; *El Liberal* ranking next in importance.

NUEVITAS, pop. 4,228.

El Obrero (M), weekly.

SANTA CRUZ DEL SUR, pop. 1,210.

El Voz del Obrero (labor organ), weekly.

PROVINCE OF SANTIAGO.

BARACOA, pop. 4,937.

El Mambi (M), weekly.

GIBARA, pop. 6,841.

El Triunfo (M), daily; *El Progreso* (L), daily.

El Triunfo is the better of the two.

GUANTANAMO, pop. 7,137.

La Voz del Pueblo (L), daily; *El Nacionalista* (M), daily; *El Arpa Cubana* (literary), weekly.

Of the two dailies *La Voz del Pueblo* enjoys the larger circulation.

HOLGUIN, pop. 6,045.

El Eco de Holguin (L), semi-weekly; *El Correo de Oriente* (M), semi-weekly.

El Eco de Holguin is one of the best papers published in the province of Santiago, outside the city of Santiago, and enjoys a larger circulation than its rival *El Correo de Oriente*.

MANZANILLO, pop. 14,464.

El Reporter (L), 3 times a week; *El Debate* (L), semi-weekly; *El Porvenir* (M), semi-weekly; *El Imparcial* (Spanish), semi-weekly; *El Postal* (literary), weekly.

El Reporter and *El Porvenir* are the leading papers of Manzanillo. The former (which I have marked as Liberal) is strictly speaking *Masoista*—that is to say it is the organ of General Bartolomé Masó, a native of Manzanillo, who was President of the Cuban government during the war. He was nominated for the Presidency of the Republic in 1901 but was defeated by Tomas Estrada Palma, the actual President. *El Porvenir* supports the political programme of President Palma. The other papers published in Manzanillo are not worthy of serious consideration.

SANTIAGO, pop. 43,090.

El Cubano Libre (M), daily; *La Independencia* (L), daily; *La Republica* (L), daily; *La Colonia Espanola* (Spanish), daily; *El Noticiero Cubano* (L), semi-weekly; *El Imparcial* (independent) weekly; *Avante* (labor organ), weekly; *El Catolico* (religious), weekly; *Cuba Literaria* (literary), weekly; *El Estudiante* (college paper) semi-weekly; *La Revista Juridico Notarial* (legal), semi-weekly; *Revista Municipal* (official), daily.

El Cubano Libre and *La Independencia* are the two leading papers of Santiago, the first named having the larger circulation. *La Colonia Espanola* represents the interests of the Spanish residents and does not mix in politics. *La Republica* and *El Noticiero Cubano* represent the negro

element. The *Revista Municipal* is the official publication of the Ayuntamiento, or Common Council, of the city and prints only official notices.

POPULATION BY PROVINCES.

(Census of 1899.)

Pinar del Rio.....	173,082
Habana	424,811
Matanzas	202,462
Santa Clara	356,537
Camaguey (formerly Puerto..	
Principe)	88,237
Santiago	327,716

Total 1,572,845

CHAS. L. BENJAMIN.

"A GOOD WRITE-UP."

THE ROTOGRAPH COMPANY.

771-773 East 164th Street,

NEW YORK, April 8, 1905.

Editor of PRINTERS' INK:

In the last issue of PRINTERS' INK you make mention of the fact that Souvenir Post Cards are a very good medium for "follow-up" work, in advertising. It occurred to us that it might be a good idea to put an ad in PRINTERS' INK, if you would give us a good write-up in connection with it.

We would therefore ask you to kindly send us your rate card, and we will consider the matter of placing a small advertisement in your magazine on this proposition. Cordially yours,

THE ROTOGRAPH COMPANY.

The advertising rates of PRINTERS' INK are published every week on the first editorial page. The rates are flat. No discount for frequency of insertion or increased space. A discount of five per cent is allowed when check comes with order and copy for each insertion, and a discount of ten per cent is granted when check comes with the order in full payment for a contract for a whole year. Anything appearing as reading matter is inserted free, and no advertising patronage is desired subject to conditions as expressed in the above letter. PRINTERS' INK desires and values appropriate advertising patronage, but its columns are never open to puffs in the hope of receiving such. If the Rotograph Company has a proposition of interest to advertisers it will pay them to advertise in PRINTERS' INK, because the Little Schoolmaster is read weekly by the majority of progressive advertisers in this and other countries.

Just as sure as a straightforward, honest, pushing salesman is hard to sidetrack, so is clean, forceful advertising matter sure to escape the waste-basket.—*St. Paul Pioneer Press.*

COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.
 READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE,
 CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

A good, well printed half-tone of a smart and snappy looking launch or sailboat is always interesting and makes a favorable impression, but this result is difficult to attain in magazine advertising. There is a large amount of boat advertising being done, and some

actual photograph may, perhaps, be used to advantage, but it is best not to run any risk with small spaces.

* * *

Mr. Roat sells music at Battle Creek, Michigan, and in the original of the advertisement reproduced here he uses 2½ inches out of a 3½ inch ad to show us how he looks. That is to say, he thinks considerably more than twice as much of his own portrait than he does of the goods he offers. Such being the case, he has a perfect right to buy expen-



WE ARE THE LARGEST BUILDERS OF LAUNCHES IN THE WORLD. SEND FOR OUR ILLUSTRATED CATALOGUE. DIFFERENT STYLES OF BOATS ALL BOATS FILLED WITH POWERFUL ENGINE MOTORS. AN NO. 1000 LAUNCHES ROW BOATS SAIL BOATS FISHING BOATS HUNTING BOATS READY FOR IMMEDIATE DELIVERY

MICHIGAN STEEL BOAT CO.
 1257 JEFFERSON AVE. DETROIT, MICH.

No. 1

of it is good and some is not. The photographic reproductions of boats in most of this class of advertising do not show up satisfactorily, and the result is unfortunate. This is particularly true when a small space is used, as in the case of this Michigan Steel Boat Company advertisement,



No. 2

marked No. 1, which occupied but one-eighth of a magazine page. In so small a space and, generally speaking, in quarter pages as well, a much more satisfactory result can be obtained by using a line drawing after the style of No. 2. In a half page or full page ad an



Chas. E. Roat
PUBLICATIONS

Company D. Waltzes, Avalon Waltzes, Franceses Waltzes, Lisette Waltzes, Love's Remembrance Waltzes, Tinkling Cymbals March, Trinity Chimes March, Beauty Wonder March, Jolly Friends March, Bells of Blackville Lake Walk, American Academy Three-Step, Zurita Intermezzo, Birth of the Flowers Revue, Birth of the Flowers Song, Butterfly Waltz Song.

ANY ONE PIECE, 25 CENTS. SIX FOR ONE DOLLAR.
 Also pub. for Band, Orch., Mand. & Guitar. Samples free.

Chas. E. Roat Music Co., Battle Creek, Mich.

sive magazine space and print as many million copies of himself as he likes. How an "advertisement" of this kind can produce results it is hard to say. We have lately suffered from a perfect epidemic of this class of advertising. We are asked to buy real estate, candy, buggies, music, coffins and caskets, and pretty nearly everything else on the strength of the personal appearance of a lot of people who are not particularly prepossessing any way. Used as a protective trademark, as in the case of Governor Douglas or Mennen, the use of the face is all right. Used merely

as an exploitation of personal vanity it is all wrong.

Herewith are reproduced two

NATIONAL




MODEL O
Four-Cylinder vertical, 4 1/2 x 5, 24-30 H. P.
Direct drive, slide gear ball-bearing transmission, side entrances, pressed steel frame, Round Radiator, Triple Ignition System, etc.
Rear wheels revolve on double ball-bearings on outer axle tube, removing weight from inner live axle. All parts readily accessible.

PRICE, \$2,500

Write for Catalogue
New York—Hosens & Schuls Co., Broadway-31st St.
Boston—Lincoln Motor Co., 251 Columbus Ave.
SPRINGFIELD, MASS.—Fowler Automobile Co.
CHICAGO—Hayden Auto. Co., 1337 Michigan Ave.
St. LOUIS—Winstanley Auto. Co., 430 Olive St.
SAN FRANCISCO—F. A. Jacobs, 1332 Market St.

NATIONAL MOTOR VEHICLE CO.
1017 E. 22d St., INDIANAPOLIS, IND.

quarter page magazine advertisements of the National Motor Vehicle Company of Indianapolis. Both of these advertisements ap-



NATIONAL ELECTRICS
EASY TO HANDLE

No chauffeur required to operate a little National Electric Automobile.
Always ready and safe as family horse.
Our new, attractive line of Electrobiles, Runabouts and Stanhopes now ready for delivery.

WRITE FOR CATALOGUE

NATIONAL MOTOR VEHICLE CO.
1017 E. 22d St., INDIANAPOLIS, IND.

peared on the same page in the April issue of *Everybody's Magazine*. These advertisers may be making an experiment, and if this

is the case they won't have to make another. One ad is neat, clean and easy to read; it also shows a good line drawing of an automobile. The other advertisement is muddy, indistinct and repellent. The hand which is supposed to be holding up the automobile was almost indistinguishable in the original advertisement, and the white lettering on the gray background will hardly be read by any except by very courageous or very curious people. This advertisement is a total

BALDNESS AND FALLING HAIR
ABSOLUTELY CURED

FREE SAMPLE

THREE HAIRS WANTED



I HAVE 'EM

I Guarantee to Grow Hair an Inch a Month.

If you are afflicted with baldness or falling hair or any disease of the scalp, write to me and I will send you Free my booklet on the care of the hair and scalp and a Free sample box of my remedy, transportation charges paid. I have had 26 years' practice in diseases of the hair, skin and scalp, having prescribed for thousands in the largest Department Stores in the United States, such as Siegel, Cooper & Co., Chicago; Espenhain Dry Goods Co., Milwaukee; Golden Rule, St. Paul; Geo. B. Peck Dry Goods Co., Kansas City, and in other leading cities of the United States. I guarantee to grow hair, stop hair falling out, remove dandruff, quickly restore luxuriant growth to thinning scalps, eyebrows, eyelashes and restore the hair to its natural color. Send 2c postage. Write to-day for Free Sample and Booklet.

PROF. J. H. AUSTIN, Bacteriologist,
78 McVicker's Theatre Building, CHICAGO, ILL.

waste of money, but if those responsible for it do not do it again perhaps, after all, the experience will be worth the expense.

Professor Austin writes in the first person singular and therefore it is fair to assume that the words "I have 'em," just northeast of the picture, also refers to Professor Austin and that the portrait is his own. As he guarantees to grow hair an inch a month the three he now possesses will, in about a year, be long enough to

reach the end of his ample nose. Seriously, it is too bad that an interesting and convincing piece of copy should be utterly ruined by an alleged comic dating back before the civil war. These strange examples of publicity are less frequent than they used to be, but the fact that they still make their appearance shows how much advertising missionary work is yet to be done.

THE FRONT COVER PAGE.

"THE WOMAN'S MAGAZINE."

The Lewis Publishing Co.,
Capital \$1,200,000—Full paid.

St. Louis, April 7, 1905.

Mr. Chas. J. Zingg, Manager, Printers' Ink Publishing Co.:

I have just got back from my eastern trip and find your letter of March 31st.

You may consider this a contract for the outside, front cover page of PRINTERS' INK, every other week, commencing with the expiration of our present contract.

Please acknowledge receipt of this, and oblige,
Yours truly,

THE WOMAN'S MAGAZINE,
A. P. Coakley,
Advertising Manager.

THE PRINTERS' INK PUBLISHING CO.,
Offices: 10 Spruce Street.

New York, April 10, 1905.

The Lewis Publishing Co., Publishers,
Woman's Magazine, Advertising Department,
St. Louis, Mo.:

GENTLEMEN—Your esteemed favor of April 7th, signed by Mr. A. P. Coakley, is at hand and carefully noted.

According to your order I have entered the *Woman's Magazine* to appear for another year on the first cover page of PRINTERS' INK, every other week, commencing at the expiration of your present contract on May 31, 1905.

The price for each insertion is \$80, less five per cent discount for check with order and copy each time, or less ten per cent discount if the whole contract is fully paid in advance.

As this renewal constitutes the third consecutive year of advertising your publication on the front cover of PRINTERS' INK, it is pretty safe to presume that you have found the Little Schoolmaster an effective and profitable medium and, I beg to add, no good publication was ever systematically advertised in PRINTERS' INK without getting ample returns for the outlay.

Wishing you continued prosperity,
I am,
Yours very truly,
CHAS. J. ZINGG, Manager.

From the above correspondence it may be noted that the front cover page of PRINTERS' INK is again sold for twenty-six insertions covering the alternate weeks between May 31, 1905 and 1906.

The present contract of the Star League of Indianapolis for the

same page alternating with the *Woman's Magazine* expires on May 10, 1905, and should the Star League decide to make use of the privilege of a renewal extended to them, it would then also constitute the third consecutive year during which the Star League papers have been advertised on the first page of the Little Schoolmaster. Mr. Geo. A. McClellan, the general manager has not yet been heard from, however. Should he choose to withdraw from his position, then the front cover page of PRINTERS' INK would be open for twenty-six insertions between May 24, 1905 and 1906, alternating with the insertions of the Lewis Publishing Company's publications, the *Woman's Magazine* and the *Woman's Farm Journal*.

GUM AND LICKING UNNECESSARY IN BREAD LABELS.

Why use gummed labels for bread? The baking trade is divided in opinion as to the advantages of gummed labels over ungummed. There is no question as to the former being sanitary. It is not on that point that the controversy arises. The gum used is pure dextrine (practically starch), and contains no harmful ingredient. A very widespread misconception as to the method of affixing the bread labels is at the basis of the popular prejudice against them. Bakers owe it to themselves and to the trade to invite public inspection of bakeshop methods; and among the advantages to be gained by this would be the correction of the common idea that the bread label is stuck on by the same methods as that used generally in affixing postage stamps. Gummed labels cost a good deal more than ungummed, and quite an item of expense would be saved in many bakeries by the substitution of the plain labels. But will they stick? One bakery, with an output of 60,000 to 70,000 loaves a day, says:

"We have not used any gummed labels for ten years. We found out it was not necessary to gum them and we discontinued it at once. We use no gummed labels on any of our bread. The dough itself is a paste that makes them stick. Even the union labels that we are using are ungummed."—*Bakers' Helper, Chicago.*

"Five Thousand Dollar Bill's" is the odd title of a book from the Edison Electric Illuminating Company of Brooklyn, and it advertises electric current for light and power purposes by an idea as odd—that of showing plants and giving descriptions of the equipment of a number of firms in Brooklyn that use electric current in excess of \$5,000 yearly. As a means of demonstrating the importance of electricity in modern industry the book is excellent.

Advertising Writers Wanted



LORD & THOMAS again wish to add several capable experienced advertising writers to their copy department.

☐ Men whose writing displays individuality, ability for intelligent research and capability to plan a campaign of copy will be the only ones considered.

☐ In applying send complete file of work you have done, state at length the nature of your advertising experience and salary expected.

☐ We particularly invite applications from high salaried men—who receive such salaries because they are worth it.

☐ All applications must be made in writing and will be held strictly confidential. Engagements to begin immediately.

LORD & THOMAS, CHICAGO

NOTES.

A SERIES of cheaply printed but bright folders on advertising topics is being sent out locally by the Franklin L. Graves Advertising Agency, Los Angeles, Cal.

The latest catalogue of incubators and brooders from Chas. A. Cyphers, Buffalo, is profusely illustrated with diagrams showing every working part, and hence the precise sort of catalogue to convince country people.

"MODERN GOTHIC," a type face that has been used any time these past twenty years, and still fresh on account of its clean lines and blackness, is shown in complete series in a portfolio from Barnhart, Bros. & Spindler, Chicago.

An excellent picture showing a couple masked in auto togs, being married, is the only argument on a mailing card calling attention to the auto wear department of MacDonald & Campbell, Philadelphia. Perhaps nothing more is needed as a reminder.

EVEN an encyclopedia of law has a different bearing in different States. Therefore, to advertise its standard works, the American and English Encyclopedia of Law and the Encyclopedia of Pleading and Practice, the Edward Thompson Company, publishers, Northport, Long Island, have issued large booklets for distribution in one State only, giving quotations from the works in harmony with that State's statutes, and letters of commendation from local practitioners. This gives the advertising a decidedly direct interest, and ought to be as effective as it is new. Pennsylvania, Texas and Canada are three of the brochures submitted.

Advertisements.

All advertisements in "Printers' Ink" cost twenty cents a line for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if paid for in advance of publication and ten per cent on yearly contract paid wholly in advance of first publication. Display type and cuts may be used without extra charge, but if a specified position is asked for an advertisement, and granted, double price will be demanded.

WANTS.

IF you spend \$100 to \$1,000 for advertising, write to "F. T.," Box 447, Elma, Iowa, U.S.A., and learn something of immense value.

WANTED—To buy a weekly paper giving net income of at least \$2,000 per annum.
"A. L.," care Printer's Ink.

MORE than 247,000 copies of the morning edition of the *World* are sold in Greater New York every day. Wants any two other papers.

POSITIONS open for competent newspaper workers in all departments. Write for booklet. FRANKLIN'S NEWSPAPER MEN'S EXCHANGE, 368 Main St., Springfield, Mass.

THOROUGHLY trained man, with money to invest in well-established paper, desires position as editor. Address,
"H. S.," care Printer's Ink.

WANTED—Web perfecting press; cylinder-width to take on 44½ inches, circumference 53¼ inches.
Address "M. C.," care Printer's Ink.

WANTED—Sample copies and advertising rates from papers circulating among collectors of Souvenir Post Cards, Photos, Coins and Stamps. MITTWER, Yokohama, Japan.

WANTED—Working experience of 15 years on advertising and circulation. Young man in prime of life wants a change. Address "OHIO," care Printers' Ink.

CONCERNING TYPE—A Cyclopedic of Every-day Information for the Non-Printer Advertising Man; get "typewise"; 64 pp., 50c. postpaid; age wanted. A. S. CARNELL, 150 Nassau St., N.Y.

WANTED—Printers and publishers to investigate our Matrix and Stereotype Machine Proposition. We have a service that will earn you money. Address THE BUCHER ENG. & MFG. CO., Columbus, Ohio.

EVERY ADVERTISER and mail-order dealer should read THE WESTERN MONTHLY, an advertiser's magazine. Largest circulation of any advertising journal in America. Sample copy free. THE WESTERN MONTHLY, 815 Grand Ave., Kansas City, Mo.

BEGINNERS in advertising, those wanting to learn advertising, or the mail-order business, and those wanting better positions, will be interested in our big special offer circular. Free upon request. WELLS & CORBIN, 2219 E. Land Title Building, Philadelphia.

WANTED—Competent man with ideas to manage plant in growing Southern city. Must produce evidence and invest \$1,000 in established business. The man of ability, who is willing to work, we have an exceptional opportunity. Address, "SUCCESS," care Printers' Ink.

A PRACTICAL man, thoroughly familiar with all the technical points of advertising, seeks position with eastern high-grade publication as inside manager; or, with reputable agency requiring the services of one who understands typography, cuts, positions, copy, etc. Address, "K. H. B.," care Printers' Ink.

WANTED—The Advertising Department of a large shoe manufacturing concern has a place for a good man, experienced in writing advertising copy. One acquainted with the shoe business and located in or near Boston preferred. Address, COPY-WRITER, care Printer's Ink, giving age, experience and references.

YOUNG MEN and WOMEN of ability who seek positions as writers and ad managers should use the classified columns of PRINTERS' INK, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents per line, six words to the line. PRINTERS' INK is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

WE filled 1,124 positions last month. Could have filled more if we could have found the right men. During 1903 we filled over 25,000 high-grade opportunities. Positions paying from \$1,000 to \$5,000 a year now open for competent Salesmen, Executive, Clerical and Technical men. Offices in 12 cities. High-grade exclusively. If you are a capable man, write for plan and booklet. HAPGOODS (Inc.), Brain Brokers, Suite 511, 309 Broadway, New York.

WANTED—Clerks and others with common school education only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$3,000 place, another \$5,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL, Advertising and Business Expert, 1467 Temple Court, New York.

ADWRITING.

OUR Collection of 10 "Trade-Bringing" advertisements from the best advertisers in the country, mailed for 50c. in coin.
LENNOC ADV. CO., Dept. C, Findlay, Ohio.

ORIGINAL IDEAS, advice and adwriting. Any line. G. GRIFFITH CLAPHAM, 150 Nassau Street, N.Y., Room 637.

PERIODICAL PUBLICITY.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (©). 223 Broadway, New York.

SPECIALIZED PUBLICATIONS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (C@). 253 Broadway, New York.

CLASS PUBLICATIONS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (C@). 253 Broadway, New York.

DESIGNERS AND ILLUSTRATORS.

DESIGNING. illustrating, engrossing, illuminating, engraving, lithographing, art printing. **THE KINSLEY STUDIO.** 245 B'way, N. Y.

PRINTING.

PRINTING at reasonable prices. **MERIT PRESS,** Bethlehem, Pa.

CEDAR CHESTS.

MOTH-PROOF Cedar Chests—Made of fragrant Southern red cedar and absolutely proof against moths. Prices low. Send for booklet. **PIEDMONT FURNITURE CO.,** Stateville, N. C.

SUPPLIES.

W. D. WILSON PRINTING INK CO., Limited 17 Spruce St., New York. sell more magazine cut inks than any other ink house in the trade.

Special prices to cash buyers.

BERNARD'S Cold Water Paste is in dry powder form, mixes by adding cold water; no dirt, no odor, no waste, will not stain. Best paste made. Sample package free. **BERNARD'S AGENCY,** Tribune Building, Chicago.

DOXINE—A non-explosive, non-burning substitute for kerosene and gasoline. Doxine removers and improves the suction rollers. It will not rust metal or hurt the hands. Recommended by the best printers for cleaning and protection of half-tones. For sale by the trade and manufactured by the **DOXO MAN'G CO.,** Clinton, Ia.

Make your own

Red Ink

at HALF PRICE

with my Imperial Ink Tablets.

No need to pay high prices for Red Ink. Simply fill a bottle with water, drop in the Tablets, let them dissolve, and you have

the best Red Ink.

It's no trick at all. All you need is plain ordinary water and my Tablets. Failure is impossible if these simple directions are followed. The water and bottle you furnish, I supply the Tablets, at the following prices:

Enough for one quart.... 25 cents.

Enough for one pint..... 15 cents.

Enough for half-pint..... 10 cents.

Send postpaid, on receipt of price.

If you use red ink send your order to-day. Satisfaction guaranteed or money refunded.

J. P. OSGOOD, 915 Eagle Ave., New York

HOUSE-TO-HOUSE DISTRIBUTION.

ADVERTISERS selling through the trade and mail-order firms can secure prompt and satisfactory returns through my National Distributing Service, which guarantees an honest, judicious, house-to-house distribution of advertising matter anywhere in the United States.

My distributors are bonded and make this work their exclusive business. No boys. Write for particulars.

WILL A. MOLTON,

National Advertising Distributor,

Main Office, 443 St. Clair St.,

Cleveland, O.

PRESS CLIPPINGS.

SOUTHWEST Press Clipping Bureau, Topeka Kan., covers Kan., Mo., Ark., Tex., O. T. & I. T.

BOOKS.

PATENTS THAT PROTECT—72-p. book mailed free. **H. S. & A. B. LACEY,** Patent and Trade-Mark Experts, Washington, D. C. Established 1869.

"ONLY LETTERS"—About 60 in all—from a brother on the "other side, to one on this," from Northern, Central and Southern Europe, Russia, Italy, Egypt, etc., as those lands were seen through eyes unconventionally focussed. By **FRANCIS I. MAULE.** "Only Letters" is not a "work of genius," most distinctly not, and is not easily confusable with books under suspicion as such, but much is its treatment of matters and of men that society is by no means a unit in pronouncing it "hopelessly dull." This book has been privately printed for its author (not published), and, until the limited edition be exhausted, it will be forwarded by mail for \$1.00. Send to **THE AUTHOR** at 403 Sansom Street, Philadelphia, Pa.

PRINTERS.

PRINTERS. Write **R. CARLETON,** Omaha, Neb., for copyright lodge cut catalogue.

WE print catalogues, booklets, circulars, adv. matter—all kinds. Write for prices. **THE BLAIR FPG. CO.,** 614 Main St., Cincinnati, O.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

MEETINGS.

THE annual meeting of the stockholders of the **Illipans Chemical Company,** for the election of Directors and Inspectors of Election, will be held in the office of the **Illipans Chemical Company,** 10 Spruce St., New York, on Monday May 8, 1906, at 12 o'clock noon. **CHAS. H. THAYER,** President.

PUBLISHING BUSINESS OPPORTUNITIES.

MECHANICAL monthly publication, in excellent growing field, Netted owner \$6,000 last year, Can be bought for \$35,000. This is a very clean proposition. Where intelligent, energetic management Should greatly increase net income. Very full information available.

E. F. HARRIS,
253 Broadway, New York.

ADDRESSING MACHINES.

ADDRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. We do addressing at low rates. **WALLACE & CO.,** 29 Murray St., New York. 1310 Pontiac Bldg., 358 Dearborn St., Chicago, Ill.

THE STANDARD AUTO ADDRESSER is a high speed addressing machine, run by motor or foot power. System embodies card index idea. Prints visible; perforated card used; errors impossible; operation simple. Correspondence solicited.

B. F. JOLINE & CO.,
123 Liberty St., New York.

MAIL ORDER.

I MADE \$25,000 a year doing a mail-order business and started with \$30. I can teach you. Send 10 cents, silver, for Mail Order Guide.

C. H. ROWAN, Toronto, Can.

FOR SALE—AT HALF PRICE—ONE NEW RAPID ADDRESSING MACHINE, with all attachments, for envelopes or wrappers; also Typewriter for making the stencils. Address **MR. ASHEE,** care Sears, Roebuck & Co., Chicago.

MAIL-ORDER MEN—We manufacture three of the best selling novelties made. We own the patents. We sell direct to mail order houses. Big profit. Don't argue, but write for prices and samples. **FLOYD J. SMITH & CO.,** No. 561 South Street, Toledo, Ohio.

ADDRESSES FOR SALE.

CLASSIFIED DIRECTORY of all Wilmington (Del.) business men and houses. \$1.00.
EASTERN DIRECTORY CO., Wilmington, Del.
1,100 NAMES, farmers, nine complete rural routes, Waupaca Co., Wis., secured by late personal canvass. Only lists obtainable, \$3. "POST," Waupaca, Wis.

CARD INDEX SUPPLIES.

THAT'S all we make. Our prices are right. Sample sets and prices upon request.
STANDARD INDEX CARD COMPANY,
 Rittenhouse Bldg., Phila.

ADVERTISING NOVELTIES.

A GENTS wanted to sell ad novelties, 2% com. 3 samples, 10c. J. C. KENYON, Owego, N. Y.
WRITE for sample and price new combination Kitchen Hook and Bill File. Keeps your ad before the housewife and business man. **THE WHITHEAD & HOAG CO.**, Newark, N. J. Branches in all large cities.

PREMIUMS OR CONVENTION SOUVENIRS, made from mails. They're attractive, substantial and cheap. Sample, a World's Fair souvenir, 10c.
WICK HATHAWAY'S C'RN, Box 10, Madison, O.

Color Barometers. The latest novelty. Can be mailed in 6 1/2 envelope, penny postage. \$35 per 1,000, including imprint. Send 10c. for sample. **PINK & SON**, 5th, above Chestnut, Philadelphia.

JAP FANS for advertising purposes. We have an ample stock of select goods, and can make prompt deliveries. Also, the folding and card board fans. Write for prices. **C. FEIGENSPAN & CO.**, Advertising Novelists, 601 Commercial Tribune Bldg., Cincinnati, O.

FOR SALE.

WHITLOCK PRESS FOR SALE—In good condition for any work. Prints two pages eight-column paper at time. Cheap. **EVENING STAR**, Poughkeepsie, N. Y.

FOR SALE—One Potter Angle Bar Perfecting Press, with stereotyping machinery. Prints seven columns, 13 ems. Reasons for selling, replacing with Hoe 24-page press.
 "THE BEACON," Wichita, Kansas.

FOR SALE—Paying, independent weekly newspaper in desirable central New York village of 2,000 people. Terms reasonable. Good run of job work. Nearest city competitor 30 miles away. First-class mechanical equipment. Address Box 211, Utica, N. Y.

\$2,200 BUYS an established and well-equipped newspaper and job office in a Tennessee town of 1,000 population. No competition; nets \$1,300 per annum. \$1,300 down. Don't write unless you mean business.
 D. F. WALLACE, Jr.,
 Smithville, Tennessee.

POULTRY AND EGGS—Choice breeding stock, \$1.50 up; selected hatching eggs, \$1—\$2; setting, \$5 hundred. White Wyandottes and S. C. White Leghorns representing a judicious combination of the leading strains. **ROBERT ATKINS**, Escopus, N. Y.

FOR SALE, at a bargain, Scott Rotary Web Printing and Folding Press, U. N. No. 14, four or eight 20-inch columns; speed 13,000 per hour. Has been used in Daily Globe office for the past four years; as good as new, except natural wear. Complete stereotyping plant goes with it. Reason for selling, circulation has outgrown its capacity. If interested, address **JOPLIN GLOBE PUBLISHING CO.**, Joplin, Mo.

Goss WEB PERFECTING PRESS FOR SALE AT A BARGAIN.
 We offer a Tandem Straight-line Web Perfecting Press, built by the Goss Company; prints 4, 6, 8, 12 and 16 pages; speed, 18,000 copies an hour. Is in first-class condition, and does first-class work. Cost \$14,000. If taken immediately, we will sell this press, complete, with stereotyping plant, for \$4,500, f. o. b. cars in Topeka. Offered at this very low price because we have contracted for a larger press. Address **ARTHUR CAPPER**,
 Publisher Daily Capital, Topeka, Kansas.

TRADE JOURNALS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (©). 233 Broadway, New York.
"REAL ESTATE." Amsterdam, N. Y., circulation 3,000, for real estate dealers and owners; \$1 a year; names of buyers each month.

ADVERTISING MEDIA.

10 CENTS per line for advertising in **THE JUNIOR**, Bethlehem, Pa.

THE SUNDAY TIMES, Richmond, Me. Want ads, 5 lines, 25c. each insertion. Copy free.

THE BEE, Danville, Va. Only evening paper in field. Average circ'n, February, 2,324.

ADVERTISERS' GUIDE, Newmarket, N. J. A postal card request will bring sample copy.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (©). 233 Broadway, New York.

THE EVANGEL, Scranton, Pa. Thirteenth year; 20c. a page line.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

PERFECT copper half-tones, 1-col., \$1; larger 10c. per in. **THE YOUNGSTOWN ARC ENGRAVING CO.**, Youngstown, Ohio.

ELEVEN physicians are getting rich in Troy, Ohio. The **RECORD**, only daily, is read by 70 per cent of their victims. High-class medical propositions accepted. Minimum rate, 4c., plates.

"ATLANTIS" the only daily Greek newspaper in America; established 1894. One cent a copy; reaching a colony of 200,000 Greeks in America. One inch daily costs only \$50. A wide field easily and economically reached.

LEARN SHOW WINDOW TRIMMING—Full course of lessons for the country merchant in **The Cincinnati Trade Review**. Send 25 cents for one year's trial subscription. **THE CINCINNATI TRADE REVIEW**, Cincinnati, Ohio.

CRABTREE'S CHATTANOOGA PRESS, Chattanooga, Tenn. 50,000 circulation guaranteed, proven; 200,000 readers. Best medium South for mail-order and general advertising. Rate, 15 cents a line for keyed ads. No proof, no pay.

POSTAGE STAMPS.

HIGHEST price for unused stamps, C. O. D. **R. E. ORSER**, 302 Dearborn St., Chicago, Ill.

POST CARDS.

HALF TONES made from photographs of hotels, local views, business buildings, etc., suitable for printing on post cards. Also printed post cards. Prices and samples furnished. **STANDARD**, 61 Ann St., N. Y.

TYPEWRITER RIBBONS.

THE MOST ECONOMICAL WAY To purchase typewriter ribbons is to buy a coupon sheet, wholesale price, retail delivery. Coupon sheet good for five "Ribbotypes" for \$3; a new ribbon as needed. **CLARK & ZUGALLA**, 100 Gold Street, New York.

COIN CARDS.

\$3 PER 1,000. Less for more any printing. **THE COIN WRAPPER CO.**, Detroit, Mich.
1,000 for \$3, 10,000, \$20. Any printing. Acme Coin Molder Co., Ft. Madison, Ia.

HALF-TONES.

NEWSPAPER HALF-TONES. 2x3, 75c.; 3x4, \$1; 4x5, \$1.60. Delivered when cash accompanies the order. Send for samples.
KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

IMITATION TYPEWRITTEN LETTERS.

IMITATION Typewritten Letters of the highest grade. We furnish ribbon, matching ink, free. Samples for stamp. **SMITH PTG. CO.**, 313 Broadway, Toledo, Ohio.

ELECTROTYPERS.

WE make the electrotypes for **PRINTERS' INK.** We do the electrotyping for some of the largest advertisers in the country. Write us for prices. **WISSTEL, CRAWFORD & CALDER**, 45 Rose St., New York.

PAPER.

B **BASSETT & SUTPHIN**, 45 Beekman St., New York City. Coated papers especially. Diamond B Perfect White for high-grade catalogues.

MAIL-ORDER NOVELTIES.

WRITE to-day for free "Book of Specialties," an illustrated catalogue of latest imported and domestic novelties, watches, plated jewelry, cutlery and optical goods—wholesale only. **SINGER BROS.**, 22 Bowery, N. Y.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$12. **F. J. VALENTINE**, Mr., 175 Vermont St., Buffalo, N. Y.

ADVERTISEMENT CONSTRUCTORS.

FRED W. KENNEDY, 171 Washington St., Chicago, writes advertising—your way—his way.

NEW CUTS and advertising copy for your line are cheap enough by our method. **ART LEAGUE**, New York.

A **DVT. WRITING**—nothing more. Been at it 14 years.

JED SCARBORO, 557a Halsey St., Brooklyn, N. Y.

BUT ONE WAY.

B There is but one way by which your expenditure for advertising can be raised above the mere expense account item that so many confine it to. You must make your announcements of every kind actually vital, and saturate them with the notice-compelling pertinence that will not be denied a hearing. If you wish them to really pay you. It is my habit to send samples of my work to those whose requests for them suggest new business; and in some instances those samples have succeeded in illustrating this profit-gaining vitality so well as to win a new client for me. Possibly this might be the result of your writing me—possibly!

When you do write, give me at least a clue to what you want.
No 29. FRANCIS I. MAULE, 402 Sansom St., Phila

PREMIUMS.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue, published annually, 33d issue now ready, free. **B. F. MYERS CO.**, 46 W. 45-50 St., Maiden Lane, N. Y.

TIN BOXES.

IF you have an attractive, handy package you will sell more goods and get better prices for them. Decorated tin boxes have a rich appearance, don't break, are handy and preserve the contents. You can buy in one-half gross lots and at very low prices, too. We are the folks who make the tin boxes for Cascarets, Huylers, Vaseline, Santol, Dr. Charles Flish Food, New-Skin, and, in fact, for most of the "big guns." But we pay just as much attention to the "little fellows." Better send for our new illustrated catalog. It contains lots of valuable information, and is free. **AMERICAN STUFFER COMPANY**, 11 Verona Street, Brooklyn, N. Y. The largest maker of TIN BOXES outside the Trust.

ADVERTISING AGENCIES.

O'GORMAN AGENCY, 1 Madison Ave., N. Y. Medical journal advertising exclusively.

GOLDEN GATE ADVERTISING CO., 3400-3402 Sixteenth St., San Francisco, Cal.

H. W. KASTOR & SONS ADVERTISING COMPANY, Laclede Building, St. Louis, Mo.

DOREMUS & CO., Advertising Agents, 44 Broad St., N. Y. Private wires, Boston, Phila, etc.

MAIL order advertising a specialty. **THE STANLEY DAY AGENCY**, Newmarket, N. J.

THE **H. L. IRELAND ADVERTISING AGENCY**, (Established 1890), 925 Chestnut Street, Philadelphia.

CURTIS-NEWHALL CO. Established 1895. Los Angeles, California. U. S. A. Newspaper, magazine, trade paper advertising.

ALBERT FRANK & CO., 25 Broad Street, N. Y. General Advertising Agents. Established 1873. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

BARNHART AND SWASEY, San Francisco—Largest agency west of Chicago; employ 60 people; save advertisers by advising judiciously newspapers, billboards, walls, cars, distributing.

CANADIAN advertising promises results which invite most careful investigation. Write us for best list of papers to cover the whole field efficiently. **THE DESBARATS ADVERTISING AGENCY, Ltd.**, Montreal.

NEW JERSEY
FREIE ZEITUNG
NEWARK, N. J.

IT WILL PAY YOU TO USE
THE FREIE ZEITUNG

("New Jersey's Leading German Daily, Sunday and Weekly Newspaper")—it reaches the bulk of the 100,000 prosperous German buyers of Newark and vicinity. Write for Rate Cards.

ESTABLISHED 1858

IN an article about Sunday-school buildings,

The Sunday School Times

PHILADELPHIA,

said "you will be profited by examining the Sunday-school architectural plan described in a leaflet issued by, etc." The result of this comment was that 2,000 copies of that leaflet were sent out because of inquiries received for it, and "at least 1,500 mentioned" **The Sunday School Times** reference to it.

This is just a sample of the way the best Sunday-school superintendents and teachers in America respond when they are interested.

If you will ask us we will plan to make **The Sunday School Times** most effective in helping to solve your special advertising problem.

We shall be pleased to hear from you. 23

THE RELIGIOUS PRESS ASSOCIATION,
901-902 Witherspoon Bldg., Philad'a, Pa.

BUSINESS AND STORE MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make business more profitable by a judicious system of advertising.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Editor Business and Store Management, Printers' Ink Publishing Co., 10 Spruce St., New York.

Don't take your customers for granted. Don't forget that it costs more to get a new customer than to hold an old one, and that the new one isn't likely to be worth any more than the old one after you have secured him, or any more likely to stick. It's good business to get all the new ones you can, but when you reach out for them, keep one eye on the old ones lest your competitor make new ones of them. A mighty small thing will drive a customer away or attach him to you for life, according to what the thing is; but it is the little things you never hear of that do you the most damage—the complaints that you would gladly satisfy if your customer would express them to you in words instead of by transferring his trade to a competitor. Of course, that isn't fair to you, but the fact remains that lots of people would rather change stores every now and then than to be continually finding faults, and lots of people do just that.

The way to hold old customers and to make old ones of new ones is to follow your goods right into their homes and find out whether they (the goods) are satisfactory or not—whether the quality, service and delivery were all they should be. You cannot do this in person, but you can do it very effectively by mail. You cannot follow each individual purchase every line, but in any line you can reach every attached customer at frequent intervals and make an impression which will make you a good many dollars better off at the end of a year. In a small business whose owner knows every one of his customers and meets them often, such work need not be done through the mails; but in the medium or large business, whose owner has no opportunity to see just how each customer is treated, such a method is

almost a necessity, because it tends to draw out from the customer a statement of any grievance which he may have, and which, if known to the management may be very readily met and satisfied, thus holding not only the trade of the aggrieved one but of his friends as well.

All this is inspired by the letter, reply postal and booklet reproduced below, describing and comprising all the essentials of an excellent scheme for gathering valuable information from customers, as practiced by Mr. William Henry Baker, the able advertising manager for the English Woolen Mills Co., with executive headquarters at Cleveland, O., and branch stores in the larger cities. This plan is pretty sure to either bring back a specific complaint, when there is cause for one, or to make the dissatisfied customer feel that, now he knows his complaint will be satisfactorily adjusted, he doesn't really care about making it; or maybe he'll just mention it next time. In either case, the impression is bound to be made that the English Woolen Mills Co. wants its customers to be thoroughly satisfied, and is willing to take all sorts of trouble to make them so. And that alone justifies the whole scheme. Here's the letter:

THE ENGLISH WOOLEN MILLS CO.,
Incorporated.

Tailors and Woolen Merchants.

Executive Headquarters:

191 to 197 Superior Street.

CLEVELAND, OHIO, April 4, 1905.

Editor of PRINTERS' INK:

Enclosed I hand you a little booklet on Store Service, published for private circulation among our employees.

The statistics referred to in this book consist of a series of tables giving comparative results obtained through use of the double postal card herewith enclosed.

The procedure is as follows:

As an order is delivered in any store, a 3x5 filing card containing particulars of the customer; description,

lot number and price of his order; salesman, cutter, dates of ordering and delivery, etc., together with other memoranda, is made out and each day these cards are forwarded to this office. About ten days after the customer has received his order, the inquiry card with paid reply is sent, and the replies as received are analyzed and tabulated. First, into a comparison of satisfaction and dissatisfaction by old and new customers, properly credited and debited to each store. Next, a table showing the nature of the dissatisfaction or complaint by the different stores under such heads as fit, alterations, late delivery, workmanship, discourtesy and inattention, unsatisfactory wear, errors in shipping, etc. The next table relates to the cutters and shows the relative standing of every cutter in our system under several columns of complaint. The next table shows the same thing on the part of salesmen. Another table shows the dissatisfaction by character and price of the order. While the sixth table, a sort of resumé of the second, shows the number of inquiries mailed, answers received, and the percentage of answers to inquiries, the number of satisfactory and unsatisfactory replies with their percentages, and the relative standing of each store as determined by the bearing of the month's business on what has gone before. I might make this last phrase clearer by saying that tables, Nos. 1, 2 and 6 are made up new every month, and the totals of the preceding month or longer period added thereto, while the other tables, Nos. 3, 4 and 5, continue from beginning of the competitive period to its end, without being reckoned up monthly. We also make a memorandum of suggestions and helpful criticisms received from our customers, and a copy of the monthly findings with the suggestions is sent to every manager of a branch store, who sees to it that his principal employees shall read the same.

The little booklet enclosed refers to the first period which began about September 15th and closed December 31st. The figures concerning satisfaction, dissatisfaction, etc., it was not considered desirable to print, and so it was thought better to typewrite same and give each manager a complete compilation to be kept in his own office, and to be sent to employees under proper restrictions as to when and where to study same. The suggestion-box feature is new and is just going into effect.

All of this work comes under the personal direction of the writer. Reverting to the answers received from customers, would say that where dissatisfaction exists, every effort is made to adjust it. This involves correspondence with both customer and branch store, and we can say from experience that this institution of this department has been one of the best paying things we have ever done. This correspondence also is under the charge of the writer. If, for publication purposes you desire any further information, I shall be pleased to give you same if I can consistently do so. I think, however, the foregoing outlines the work

very well, and should make an interesting and valuable article.

Very truly yours,

WILLIAM HENRY BAKER.

And this idea is almost sure to better the store service, for every clerk knows that every customer will get a reply postal, on which to register and put on record his exact impressions about the service rendered. That portion of the card which is addressed to the customers reads like this:

Executive Offices of
THE ENGLISH WOOLEN MILLS COMPANY SYSTEM,
191 to 197 Superior Street,
CLEVELAND, OHIO.

DEAR SIR—A short time ago we had the honor of filling an order for you at our _____ store. Was that order executed to your entire satisfaction?

We desire that our customers—aside from trifling matters incidental to even the highest price tailoring—shall never be otherwise than satisfied with our workmanship, values and store service. Every garment we make is guaranteed. By that we mean, bring it back if any part goes wrong and the fault is ours, that we may make it right.

This inquiry is one of the ways we have of keeping in touch with our branch stores (with their co-operation) and their relations with their customers, for the benefit of all concerned, and we trust that you will frankly answer the questions asked on attached U. S. postal card, detaching and remaining same to us.

Thanking you for past favors and for the kindness of a prompt reply, we are,

Very truly yours,

THE ENGLISH WOOLEN MILLS CO.,
E. S. Rogers, Pres't.

The reply card is prepaid, please return it prompt-v.

And the reply portion, which is addressed to the Company's Executive Offices, Department of Store Service, bears the following questions, with blank lines, on which the customer's answers are to be written:

Answers to all questions will be greatly appreciated, E W. M. Co.

Date190.....

Order No.
Did you receive your order when promised?

If not, were you notified in good time that it could not be delivered as promised?

How much behind time was the delivery? days.

Were the garments fitted to you before finishing?

If alterations were necessary, after delivery, what were they?

Did they fit you properly when finally received?

Did you experience courteous treatment from all employees?

If you were dissatisfied or displeased in any respect, state wherein.....

Have you any suggestions to offer, which, in your judgment, would improve our store service?.....

Signature
Address
Town and State
Have we made clothes for you before?

And then, in order to give the salesmen a clear understanding of their obligations to the Company and its patrons, as well as to show that the general purpose is only to weed out the incompetents, and show proper appreciation of those who really take an interest in the Company's selling problems, the following matter was printed in a neat little booklet:

STORE SERVICE.

What it means to customers, to employees and to

ENGLISH WOOLEN MILLS CO.

Store Service—What Is It?

To be a customer of the English Woolen Mills Company means that a man has a right to expect cordial welcome and courteous attention; good value; correct style; good workmanship; try-on when promised; delivery when promised; all other promises punctually kept; privilege of returning garments that go wrong through fault of ours; privilege of having his clothes pressed and repaired for a year; and most anything he asks for within reason. We shall touch on this again in several places.

To be an employee of The English Woolen Mills Company means that every man has the making of his own future; even the office boy, if he has the right stuff in him, may become a manager of a store or of an important branch of the business, a stockholder, perhaps a director, within reasonable time. Every man and boy that we hire is accepted because we think at the time he may fulfil such expectations.

But to achieve this, a man must do his entire duty to his employers, not mechanically but with a real interest. He must be prompt in keeping the store hours; must have no bad habits that interfere with business; must be willing to do a little more than he is paid for, that he may eventually be paid for doing more than he does; must be courteous and attentive to every customer, whether the customer be well dressed or poorly dressed, buying or looking, pleasant or ill-tempered; must not misrepresent quality, style or appropriateness of the goods; must not make promises that he knows cannot be kept; must not officiously oppose the customer's ideas as to style in which a garment is to be made, but if convinced that the proposed style is unbecoming or radically wrong should courteously present the matter to the customer in the right light; must not directly or indirectly cut prices; if employed in the shops or in any de-

partment not connected with selling, must do his work so well that the customer cannot find fault, nor we; must be able to sink his own personality in following out the policy of the house—and, as helping to this end, should carefully read all of our advertisements; and we watch every man to see that he does this—not suspiciously or to find fault, but with a view to commending and advancing.

All this has led up to the main purpose of this little business primer: how we have made it possible for the salesman, even the worker in the shop, even the office boy or the stenographer, to be more valuable to the house by being more helpful to the customer—our Department of Store Service.

We started this Store Service work as an experiment, to learn more about our business: whether all stores were pleasing their customers equally well; whether we kept our old customers; how many new customers we were making; on what clothes and at what prices the most dissatisfaction seemed to rest; what the principal complaints would be, why they should be, and what remedy to apply; what individuals, if any, were failing in their duty to the house; what our customers thought of our stores, our goods, our prices, our workmanship, our system, so that we might make betterments where needed. Already we have adopted some of the suggestions made by our customers; we will gladly adopt others that seem practicable and helpful. See, also, Suggestion Box chapter.

If you have read this far and are not interested or convinced of the usefulness of the Store Service department or your future with the house, you are not the right man for us.

The results of the returns from September 15th to December 31st, 1904, have been analyzed and tabulated and are on file in the office of the manager of each store, where they may be studied by any employee—and we expect all to do this.

Comments and Suggestions.

By the foregoing we mean the principal comments, criticisms and suggestions received—there were so many altogether (231 of them) and so many duplicates that, to keep the compilation interesting and within proper limits, the more trivial and those less lucidly or helpfully stated, are omitted. Such duplicates as are included are given because their phraseology conveys a new shade or meaning. And the resumé at the end gives the relative figures.

This is most important to us and to every employee—for it comes entirely from the customer's point of view, which too many of us value too lightly—yet without the customer there would be no business—and we want the business.

The employee who reads this book and the compilation of facts and figures from end to end, and writes the most intelligent and helpful critical review of it, will be given a cash award of \$10 in gold. Every employee who receives one of these books is invited to contribute such a paper—on or before April 20th.

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

THE TOGGERY SHOPS.

L. C. Bement,
Down town: 138 E. State St.,
On-the-Hill: 404 Eddy St.,
ITHACA, N. Y., Mar. 28, 1905.
Printers' Ink, 10 Spruce St., New
York City:

GENTLEMEN—I have been advised that you are glad to receive advertisements of retail dealers for criticism and on this information take the liberty of handing you herewith a copy of a letter which I mailed to about one thousand Cornell students.

There have been a great many opinions expressed on this letter and I would appreciate having a criticism from so high an authority as PRINTERS' INK.

To fully explain the letter, some explanations are necessary. At Cornell, one week in February is usually given up to what is known as "Junior Week Festivities," which embraces a series of dances and other entertainments. At this time the students have as their guests out-of-town girls.

The letter in question was mailed to the students who participated in these festivities and was sent out a few days after the guests had gone home. The letters were not mailed from Ithaca, but sent to different cities, such as New York, Boston, Chicago and Pittsburg and there mailed. I tried to arrange to have these letters reach the ones to whom sent about the time they would expect to hear from whoever had been their guest.

If you will criticize this bit of advertising, either through PRINTERS' INK or by letter, I would appreciate the courtesy. Yours very truly,

L. C. BEMENT.

I forgot to state that the envelopes were all addressed in ladies' writing.

The letter referred to, which is reprinted below, is a very good imitation of a pen-written letter, and there is no question that every mother's son of the men who received a copy, read to where the men's fittings talk began, on the second page, if not to the very end of the letter. But whether it was good advertising or not no man can say, because it all depends upon the point of view in each particular case. Where one man would characterize it as "clever" and respond to it by a personal call to inspect your goods; another, who perhaps was disappointed by getting your letter instead of one from "her," would say "execrable taste" or some-

thing of the sort, and maybe not only cut you off from his visiting list entirely but do some quiet "knocking" among his fellows as well. The chances are that it was good advertising. It ought to have been, but it is of the boom-erang class and you can never be quite sure what that kind is going to do. Therefore the most and the best that can be done in long-distance criticism, is to theorize along common-sense lines, and such theorizing would lead to the conclusions that: It is generally a mistake to deceive people into reading your announcements, though not necessarily a serious one. It would probably have been better to get right down to business in the fourth or fifth line than to lure the reader on over the page. And very likely it would have paid quite as well if it had been a straight business letter from start to finish, addressed to each man in person on the letter sheet itself and giving interesting items and prices. If you can get a straw vote from a dozen of the rank and file of the student body, you can judge pretty accurately by that as to how it was generally accepted. But you'll find the best indications in the cash drawer and the new faces you see, or the old faces you miss, because while it isn't likely that many will do so, some people are very intolerant of such harmless deceptions and will show their resentment in some sort of retaliation.

TUESDAY

As you see I am home again, and as is to be expected somewhat tired from the journey, and incidentally the week's excitement. But what is a little weariness when one has had such a glorious time seeing and doing so much.

In all my life I never experienced so much real enjoyment as last week, and I am already looking forward with pleasure to the kind invitation for next year.

Of course, my tired condition is the result of my trip to New York, visiting the trade which manufacture exclusively the finest lines of men's fittings. Every minute spent in these emporiums was a delight, as the goods

shown far excel any previous assortments.

Knowing you appreciate fine men's wear, I bought liberally, directing my especial attention, however, to derby hats and negligee shirts.

The blocks of the former for young men show a tendency to the flat set including the Knox and Youman in the more conservative shapes.

As to the negligee shirts: the patterns for this Spring are the handsomest which have been shown for years—the light colors with tasty designs prevailing.

Trusting I may have the pleasure of showing you the results of my week's excitement, I am,

Sincerely yours,
L. C. BEMENT.

This Optician's Ad, From the Wilkes Barre (Pa.) Record, Says Its Says In a Telling Way, Then Quits.

When the Figures Blur

It's nature's warning that something is wrong with the eyes.

Good eyes mean a living to most of us, and can't be neglected. An examination will show whether they are actually diseased or merely tired out.

In either case we'll tell you the trouble and give you the glasses you need.

J. P. ERNST,
Optician.

26 Public Square,
Wilkes Barre, Pa.

If This One From the N. Y. Sunday Sun Doesn't Find the Right Kind of a Bachelor It Will be Strange.

To Eligible Bachelors

Your apparel fits you because it was made to fit you. Do your apartments fit you? Are they so complete in appointments, service and conveniences that you feel at home in them?

There is a vacant bachelor apartment perfectly fitted to bachelor needs. Quiet and exclusive. Rooms furnished in tasteful simplicity. The perfection of service by attendants trained to be swift and silent. All ordinary bachelor wants anticipated and provided for.

Connoisseurs of Comfort will find this ideal bachelor apartment at

16 EAST THIRTY-SECOND STREET,
New York City.

How the Buffalo (N. Y.) Evening News Goes After Advertisers Through Its Own Columns.

How Would You Like To Have One Hundred New Customers?

Is your store in such shape that One Hundred New Customers would "turn the tide" for you? Are things with you only just "so-so?" Bills maturing too fast—sales a little too slow—too many people going past your doors—lack of "snap" and "go" and "hustle" around your counters? Are Fixed Expenses coming to be a burden—while they should be merely an incident—in your business? If you feel these symptoms—no matter whether you are a big merchant or a little one—You Need a Tonic! Publicity, in just as large doses as you can stand, repeated Every Day, will change the whole situation for you. It is idle to suppose that you cannot secure the One Hundred New Customers—regular customers—who would "turn the tide" for you.

You Can Get Them in a Week, but not by wishing for them. It's not so easy as that. Nor by distributing hand-bills or putting up posters, or buying space in programmes—it's not so easy as that. You must spend some money—more than you have ever spent—for Adequate Advertising Space in Your Evening Newspaper.

Everything but the Price. From the Norwich (N. Y.) Telegraph.

California Orange Wine

A most agreeable sweet wine made from the juice of California Seedless Oranges, with all the delicious flavor of the fruit itself.

Just the thing for sick folks, and certainly a well person could find nothing pleasanter or more harmless. It's smacking good and you'll say so if you'll come in and taste it. Cheap too.

T. D. MILLER & CO.,
Norwich, N. Y.

THE "EVENING TIMES."

BAY CITY, MICH., Mar. 21 1905.

Editor, Ready Made Department:

DEAR SIR—Will you be kind enough to criticize the enclosed advertisement from the *Evening Times*. Do you consider them good advertisements for the line of business they represent?

Thanking you in advance for your kindness, we are, Yours very truly,

THE EVENING TIMES,
M. S. Day, Adv. Mgr.

Bay City, Mich., is somewhat agitated about the subject of pure milk, if the aggressive advertising of the Bay City Sanitary Milk Co., in the Bay City *Evening Times* is anything to judge by. The spaces range from seven inches, three columns up to a full page, and the stuff they contain is a pretty vigorous and convincing brand of talk. The full page contains excellent indorsements from local physicians of the Pasteurized milk in which the company deals; and these are the stronger because they do not declare that this company's particular brand is the one and only, but that they unqualifiedly indorse any milk which is properly treated by the same process. In each of the smaller ads is a reproduction of a newspaper clipping setting forth the results of investigations of the milk supply in other cities, or what some physician has said about impure milk and its dangers. For instance, in the ad reproduced below was a three-inch single-column reproduction of a clipping dated at Louisville, Ky., and headed "Milk Causes Disease. Cattle Have Consumption and Are Spreading It," and a two-inch single-column clipping giving the opinion of the professor who discovered the diphtheria serum, as to impure milk. The name and date of the paper from which the clippings were made is noted at the bottom of each. Here is the ad:

IS YOUR MILK SAFE?

Are your babies in danger? Read the clippings shown in this ad.

Prof. Von Behring is the famous discoverer of the diphtheria serum. What he says requires no comment.

Pasteurized milk is raw milk heated to 155 degrees and cooled immediately to 45 degrees. This removes all disease germs.

Our milk is all Pasteurized. Protect yourself by using it.

BAY CITY SANITARY MILK CO.

Phones: Bell, 1382-L; Valley, 1010.

Another and larger ad, the text of which is reproduced below, reproduces a clipping from the same paper of two days earlier, which is headed, "Analyses of Milk, made by State Dairy and Food Department," and after stating the requirements of the law, goes on to show that the law was violated by at least five of the Bay City dealers.

CONDEMNED MILK!

Milk Below the Standard is Being Sold in Bay City.

READ THIS.

There are five milkmen in Bay City whose milk has been found below the lawful standard by the State Dairy and Food Department. Have you been getting this milk? Any one that is interested can see the July Bulletin at our office or at the office of the Board of Health. No. T 1656, No. T 1658, No. T 1661, No. T 1667 and No. T 1670 are the numbers by which these milkmen, whose product was found below the standard, are designated in the State report. Their names are in the report. You can see them.

Protect yourself by getting your milk from the

BAY CITY SANITARY MILK CO.,
The Highest Quality of Milk. Pasteurized and Consequently Free From Germs and Disease.

Phones: Bell, 1382 L; Valley, 1010.

Taken as a whole, this series is well calculated to create consternation among those who are addicted to the use of milk, and to make them think pretty seriously about the use of Pasteurized milk. Milkmen advertise but little, and that little is pretty weak and watery—there's no "cream" in it. There's a chance in most every town, to build up a very nice milk business through good advertising, particularly for the milkman who wants to serve the better class of trade and who is willing to make his product worth more by modern sanitary methods other than sterilizing. But there must first be a story to tell: then, if it's a good story, most anybody who knows how to write can tell it through the newspapers—or by means of circulars or letters sent to a selected list—in a way that will be believed.

"The Ready Made Ad Man" would like to see some good advertising of good milk. Will somebody who knows where such ads are being made kindly send a few samples.

Meyers Bros. Would Dye for Others and They Would Do It Well—as an Art.

Last Week: We dyed for you This Week: Let us dye for you

Dyeing is an art. It not only requires a thorough knowledge of dyes and fabrics, but a proper combination—a blending—of the two. Note: It is not necessary to rip clothes to have them dyed.

Years of experience and preparation have made us well-nigh perfect in this work, and our ever-increasing patronage is surely corroborative testimony that—"Our Work Is Superior." Charges? Reasonable of course.

Lace Curtains cleaned, a pair, 30c.

Pants, Suits, Spangled, 15c., Pressed, 50c.

All work guaranteed, called for and delivered.

MEYERS BROS.

Steam Dye Works.

Cor. Hamilton and Monroe.
Peoria, Ill.

Just as Good for Others as for Wanamaker.

About Awnings

Awnings do more than merely keep the sun out in hot weather. They make pleasant nooks of vantage of the windows—cool, dark, protected from curious eyes. And a darkened room seems much cooler on a hot day, at any rate.

Are your awnings up? Haven't even ordered them? Lucky you have Wanamaker's to turn to, for a speedy remedy. Drop us a postcard, and we'll send a man to take measurements and give estimates at once. The materials and workmanship we put into our awnings are the best and most reliable; and prices are extremely moderate—say, \$2.75 for a 3x6 ft. window (average size).

We'll undertake, and execute promptly, orders for a two-window apartment or an entire hotel or office building.

JOHN WANAMAKER,
New York.

A Good Illustration of How to Be Funny Without Being Foolish. From the New Haven (Conn.) Register.

Collars and Cuffs

The dog who now and then gets a collar is far ahead, in the social scale, of the dog who gets nothing but cuffs. His collar, if tasty, shows that he's a respected member of society and has friends who care for him. How about your dog?

We have just replenished our stock of dog collars and show a number of new patterns that we know will please you. We have over 130 styles for you to select from at prices from 25 cents to \$5.

Dog blankets, whips, brushes and medicines.

THE JOHN E. BASSETT & COMPANY,

754 Chapel st., 320 State st.
New Haven, Conn.

Hoskins' Ads in the Philadelphia Bulletin Are Distinctive in Tone and Typography; Which is Also True of Many Other Ads in That Paper.

Fountain Pens To Mend

When your fountain pen meets with an accident, or needs cleaning, and the feeds adjusted, or whatever may be the matter, the safest way is to have it put to rights by our pen expert.

Often but a minute or two is required to correct the difficulty; and you can take the pen along with you. In any event, the cost is small.

Cleaning your pen is important, if you are to get the best service out of it. Some folks bring in theirs once a month, to be overhauled.

The ink should be right, too. A bad ink will cripple the best pen. Let us fill your pen with the sort of ink it's best to use—no charge of course.

No excuse for not having a good fountain-pen. \$1— and guaranteed.

HOSKINS,

Printing, Engraving, Stationery and Office Furniture.

904-906 Chestnut Street,
Philadelphia, Pa.

A MAN WANTED.

I am looking for a man.

I don't expect to find him in a hurry, but I shall find him.

Scores will answer this advertisement in the usual careless, heedless and bombastic way, but every application will have attention—as much as it deserves.

It is often charged that Printers' Ink doesn't give enough consideration to the Western field. I have heard it stated so often that I believe there may be something in it.

The Western field is big and growing. Newspapers and advertisers are doing things there, conditions are changing. Old reputations are no longer what they once were and new ones are already conspicuous.

For these and other reasons I am looking for a man to act as Printers' Ink's representative in the Western field, located in Chicago. He must be a man who can combine business with reporting ability—one that will not use the latter as a means of graft to further the former.

Nothing that appears in Printers' Ink, as reading matter, must be paid for either directly or indirectly.

The man I want must combine brains, industry, willingness to work hard, with absolute HONESTY, and he must be able to satisfy me of the reasonable probability of his having these qualities.

From men who understand what I am getting at, applications are desired.

Perhaps a woman might do, but I don't believe it. Apply by letter only to

CHARLES J. ZINGG, 10 Spruce St., New York.

My Quarterly Statement

DURING the first three months of this year, I filled two thousand five hundred and eighty orders, each one of which was paid for before the goods left my shop. They came from every nook and corner of this country, and one was from Chihuahua, Mexico, and another from Jamaica, West Indies. Taking into consideration that I have no branch houses, employ no salesmen and demand cash in advance for every ounce of ink I sell, my record of thirty-five orders every working day is evidence that the printers of the country have some faith in my goods. Send for my price list and compare it with what you pay for inks on credit. When the goods are not found up to your expectations, they may be returned and I will refund the money, also the transportation charges. Address

PRINTERS INK JONSON

17 Spruce Street

New York